

**T.C.
BAHÇEŞEHİR ÜNİVERSİTESİ**

**MOTIVES, FANDOM, IDENTIFICATION, AND
LOYALTY OF FOOTBALL FANS LIVING IN
HOME COUNTRY AND ABROAD: THE CASE
OF TURKISH FANS IN TURKEY AND
GERMANY**

PhD Thesis

ARMAĞAN ÖNAL

İSTANBUL, 2014

**T.C.
BAHÇEŞEHİR ÜNİVERSİTESİ**

**GRADUATE SCHOOL OF SOCIAL SCIENCES
BUSINESS ADMINISTRATION PHD PROGRAM**

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SALMAN**

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ÖNSÖZ

Doktora tezlerini sadece tez sürecinde yapılan çalışmalar ve harcanan emek olarak değerlendirmek tüm sürece büyük bir haksızlık olur. Aslında yüksek lisans ile başlayan uzun bir sürecin sonucudur. O nedenle tüm bu sürece başlamamdaki en önemli etken, bilgi birikimi ve tecrübesiyle her şeyi kolaylaştıran, gösterdiği anne şefkatiyle tüm bu zorluklara karşı bizleri motive eden, pazarlamayı daha da çok sevdiren çok değerli hocam Prof. Dr. Selime SEZGİN'e sonsuz teşekkürlerimi sunuyorum. Ayrıca tüm tez süreci boyunca, yaşadığı en zor zamanlarında bile desteğini esirgemeyen, hastane lobilerinde dahi bana zaman ayırıp yorum ve yönlendirmeleriyle çok değerli katkılar sağlayan, hocadan öte ailemden biri olarak gördüğüm değerli hocam ve danışmanım Yrd. Doç. Dr. Gülberk Gültekin SALMAN'a her şey için çok teşekkür ederim. Bununla birlikte tez izleme jürimde çok değerli yorum ve görüşleri ile bu çalışmaya destek veren saygıdeğer hocalarım Doç. Dr. İpek ALTINBAŞAK ve Prof. Dr. İbrahim KIRCOVA'ya; tez savunmama katılıp değerli yorumlarını benimle paylaşan sayın hocalarım Prof. Dr. Elif ÇEPNİ, Prof. Dr. Serdar PİRTİNİ ve Doç. Dr. Özgür ÇENGEL'e teşekkürlerimi sunarım. Yüksek lisans ve doktora öğrenimimi geçirdiğim Bahçeşehir Üniversitesi'ne bu süreçte sağladığı ortam ve burs için şükranlarımı sunuyorum. Ayrıca beş yıldan fazla süren bu dönemde gösterdiği ekstra fedakârlık, anlayış ve tüm destekleri için canım eşim Elif ÖNAL'a ve tez çalışmalarım esnasında dünyaya gelen ve hayatının ilk iki yılında annesiyle birlikte benzer fedakârlıklar göstermek zorunda kalan biricik kızım Ayşe'ye sonsuz teşekkürler. Öte yandan bugünlere gelmemde çok önemli paya sahip olan annem Bahriye ÖNAL ve babam Paşa ÖNAL'a saygı ve şükranlarımı sunuyorum. Son olarak, tez sürecinde bazen annesiyle geçireceği zamanlarını istemeden de olsa elinden aldığı, gösterdiği olağanüstü mücadeleyle hepimize örnek ve umut olan, gerçek şampiyon Selim SALMAN'a çok teşekkürler.

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Armağan ÖNAL

ABSTRACT

MOTIVES, FANDOM, IDENTIFICATION, AND LOYALTY OF FOOTBALL FANS LIVING IN HOME COUNTRY AND ABROAD: THE CASE OF TURKISH FANS IN TURKEY AND GERMANY

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The purpose of this study is to present a model presenting the effects of fandom, motivation, and identification on the loyalty of football fans to their teams, and showing the effect of nationalism on identification and motivation. In this study, the football fans living in home country and living abroad are analyzed separately and the differences between them are presented. In the model established for the fans living abroad, the effect of ethnic identity and acculturation on nationalism is also shown.

The scope of the study is the fans of Beşiktaş, Fenerbahçe, and Galatasaray who live in Turkey and Germany. Samples consisted 376 and 228 fans respectively and it is found that there are significant differences between the fans in Turkey and Germany in terms of fandom, motivation, and nationalism. The model built in the study is validated for the fans in Turkey and it is validated for the fans in Germany except the effect of motivation on fandom, identification, and loyalty.

Keywords: Football Fans, Turkey, Germany, Loyalty

ÖZET

KENDİ ÜLKESİNDE VE YABANCI ÜLKELERDE YAŞAYAN FUTBOL TARAFTARLARININ MOTİVASYONU, TARAFTARLIĞI, ÖZDEŞİMİ VE SADAKATİ: TÜRKİYE’DE VE ALMANYA’DA YAŞAYAN TÜRK TARAFTARLAR ÖRNEĞİ

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Bu çalışmanın amacı futbol kulüplerinin taraftarlarının taraftarlık, motivasyon ve özdeşimlerinin taraftarların takımlarına sadakatine etkilerini ortaya koyan bir model oluşturmak, ve milliyetçilik kavramının bu modelde yer alan özdeşim ve motivasyona etkilerini de göstermektir. Çalışma kapsamında kendi ülkesinde yaşayan taraftarlar ile yurtdışında yaşayan taraftarlar ayrı ayrı incelenerek karşılaştırılmış ve aralarındaki farklar sunulmuştur. Yurtdışında yaşayan taraftarlar için oluşturulan modelde etnik kimlik ve kültürel etkileşim kavramlarının milliyetçiliğe etkisi de gösterilmiştir.

Çalışma, Beşiktaş, Fenerbahçe ve Galatasaray takımlarını destekleyen ve Türkiye’de yaşayan taraftarlar ile yine aynı takımları destekleyen ama Almanya’da yaşayan taraftarları kapsamaktadır. Sırasıyla 376 ve 228 taraftar ile yapılan çalışmanın sonucunda Türkiye’de yaşayan taraftarlarla Almanya’da yaşayan taraftarlar taraftarlık, motivasyon ve milliyetçilik kavramlarında anlamlı farklılıklar gösterdiği bulunmuştur. Ayrıca oluşturulan model Türkiye’deki taraftarlar için doğrulanırken, Almanya’da yaşayan taraftarlar için motivasyon kavramının taraftarlık, sadakat ve özdeşim kavramlarıyla olan ilişkisi doğrulanamamıştır.

Anahtar Kelimeler: Futbol Taraftarı, Türkiye, Almanya, Sadakat

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ABBREVIATON

ACC	:	Acculturation
AGFI	:	Adjusted goodness-of-fit index
ALO	:	Attitudinal Loyalty
ALTS	:	Attitudinal loyalty to team scale
AMAS	:	Abbreviated multidimensional acculturation scale
AMOS	:	Analysis of moment structures
AVE	:	Average variance extracted
BIRG	:	Basking in reflected glory
BJK	:	Beşiktaş Jimnastik Kulübü
BLC	:	Behavioral loyalty to club
BLT	:	Behavioral loyalty to team
CFA	:	Confirmatory factor analysis
CFI	:	Comparative fit index
COL	:	Conative loyalty
CR	:	Construct reliability
EFA	:	Exploratory factor analysis
EIS	:	Ethnic identity scale
ETH	:	Ethnic identity
FAN	:	Fandom
FB	:	Fenerbahçe Spor Kulübü
FIFA	:	Federation Internationale de Football Association
GER	:	Germany
GFI	:	Goodness-of-fit index
GS	:	Galatasaray Spor Kulübü
GSM	:	Global system for mobile communications
IDE	:	Identification
ISCBS	:	Intentions for sport consumption behavior scale
KMO	:	Kaiser-Meyer-Olkin
LISREL	:	Linear structural relations
LOY	:	Loyalty

LAS	:	Lowlands Acculturation Scale
MEIM	:	Multigroup ethnic identity measure
MOT	:	Motivation
MSC	:	Motivation of the sport consumer
MSSC	:	Motivation scale for sport consumption
NAT	:	Nationalism
NCAA	:	National Collegiate Athletic Association
NFI	:	Normed fit index
NFL	:	National Football League
NNFI	:	Non-normed fit index
PCT	:	Psychological commitment to team
PGFI	:	Parsimony goodness-of-fit index
PNFI	:	Parsimony normed fit index
RMSEA:		Root means square error of approximation
SEM	:	Structural equation modeling
SFMS	:	Sport fandom measurement scale
SFQ	:	Sport fandom questionnaire
SII	:	Sport interest inventory
SOC	:	Social agents
SPSS	:	Statistical package for social sciences
SSIS	:	Sport spectator identification scale
TLI	:	Tucker-Lewis index
TR	:	Turkey
UEFA	:	Union of European Football Associations
US	:	United States
VIF	:	Variance inflation factor

SYMBOLS

Chi square	:	χ^2
Coefficient alpha	:	α
United States Dollars	:	\$
Euro	:	€

1. INTRODUCTION

Sport is analyzed under two main headings, in the literature: Companies and people. Companies are the main players of sports; many sports clubs are turning into corporations and managed by professional staff. Company related sport is based on sponsorship, advertising, facility management, services, etc.

People may have roles in sports in two different ways – by participating or spectating (Cohen and Avrahami, 2005). Participating in sports is related with subjects such as physical sports equipment, effort, apparel, psychology of doing sport, motivations, health, fitness etc. in the literature. On the other side, spectating sport deals with subjects like motivation, fandom, loyalty, satisfaction, ticket holding, identification, attendance, and etc. The current study deals with the people as spectators in the sport.

In today's world, sport is no more just an entertainment. It became a huge industry in which millions of people work and earn money. Besides individuals, companies or organizations are taking roles in this industry; reaching their consumers, promoting their brands, increasing their values, and making profits. Sport became a channel to advertise their products or to organize their social responsibility programs. Governments are also investing money on sports to promote their countries and to convince people to visit their countries. They also invest money to strengthen the image of their countries and the people in their countries. So, thinking sports just as an entertainment for joining or spectating sounds too much idealistic.

Throughout this change in the approach to sports; sports clubs, especially football clubs, evolved and became profit oriented corporations. Now, before the game strategy on the field, they have business and marketing strategies. They have owners, shareholders, Chief Executive Officers (CEO), Chief Marketing Officers (CMO), customers, business partners, investments, sales channels, profits, losses, financial ratios, annual reports, etc. Although this change is being discussed by different parties, the process is going on and especially European football clubs are becoming corporations and being managed by professionals. These clubs are the most successful ones in Europe such as Manchester

United Ltd., Real Madrid C. F., F. C. Barcelona, Liverpool F. C., F.C. Internazionale Milano, F. C. Bayern Munich, Chelsea F. C., and A. C. Milan. Also these clubs take place in the Football Money League of Deloitte and they are economically the most powerful clubs in the world. In 2010/11, the top 20 Money League clubs generated €4.8 billion combined revenue that is more than a quarter of the European football market (Bosshardt, 2013).

Since the clubs became corporations, fans are perceived as ‘customers’. The clubs are trying to get more money from the fans and present more successful results and high quality service. To succeed this, they have marketing departments who focuses on the customers or fans. They try to learn as much as they can about the fans and prepare their strategies accordingly, like it happens in all companies. So, fans still play a considerable role in the football world. Also, most of the revenues of football clubs come directly from fans such as ‘match day revenue’ that includes gate receipts, season tickets, and memberships, and ‘merchandising revenue’ which includes team jersey or other merchandising sales. The rest of the income of the clubs is coming from fans indirectly such as national and international broadcast revenues and sponsorships.

Football is also globalizing and fans do not exist just in the home country of that football team. People migrate from their countries and live abroad. They continue to follow their favorite team. Also, football clubs such as Real Madrid C.F., Manchester United F.C., and F.C. Barcelona have a significant fan base in different countries especially in the Far East and these teams have special marketing activities to increase their income from these countries. In addition to fans, these teams have sponsors from other countries. For instance, Turkish Airlines became the sponsor of Barcelona and Manchester United (Turkish Airlines, 2010). Etihad Airways – an Arabic airlines company became the sponsor of Manchester City and gave its name to the stadium of the club (Taylor, 2011). Qatar Foundation became the shirt sponsor of Barcelona in 2011-2012 season (Mulligan and Blitz, 2010).

Football is the most popular sport in Turkey (Salman, 2008) and Turkish football is trying to follow these changes in the European football, but there is a considerable difference between the Turkish football clubs and European football clubs. In Turkey, the legal situation of clubs is different; meaning that legally, these clubs are not

corporations but associations. These associations are establishing companies for their marketing and sales activities such as sponsorship, merchandising stores, partnerships, and fan related activities.

Although there are improvements in marketing activities of Turkish football clubs, there is still way to go to reach the level of European football clubs. Especially ‘fan’ concept should be analyzed in detail. If these clubs try to learn their fan base more, they will have a chance to meet the expectations of different types of fans and will make more profit. In addition to this, as mentioned above, fans do not exist just in the home country. The team may have fans from very different countries, from different nationalities and the Turkish football teams should consider them while making their marketing plans. Indeed, there are 5 million Turkish Republic citizens living outside Turkey which is greater than the population of many countries (MFA, 2011). This population forms a significant fan base. They go to the games of the Turkish clubs in their countries, especially in European competitions. In addition to Turks living abroad there is a fan potential from other countries. For instance, many people in Arabic countries celebrated the UEFA Cup championship of Galatasaray in 2000. When İlhan Mansız – a former Turkish football player, played in the 2002 FIFA World Cup, he became very popular in Japan and Japanese people became his and Beşiktaş JK’s fans. Two years later, he was transferred from Beşiktaş JK to Vissel Kobe – a Japanese football club (Radikal, 2004).

Similar to football, the sport marketing literature in Turkey started to grow during the second half of the first decade of 21st century. Scholars paid attention to sport marketing, they published academic researches, and undergraduate sport management and marketing programs were launched in different universities. However, the current situation is not enough. Turkish sport marketing literature should be improved more to help practitioners reach colleagues in European clubs. This study is aiming to help the development of sport marketing in Turkey by understanding the fandom, motivations, identification, and loyalty of football fans and nationalism’s influence on being a fan. This study also analyzes the same concepts for the Turkish football fans of Turkish football teams living in Germany to open a new window to the clubs for understanding and widening their fan base.

The current study consists of two parts. In the first part which is the literature review, first of all, general information about sport marketing is given to show how it differentiates from product/service marketing to understand sport marketing better. In this part, before analyzing how football is marketed, sport marketing mix is explained in detail. Also, brief information about sport industry is added to this section for understanding its magnitude in the world.

After these information related with sport marketing, the main concepts of this study are analyzed. First of all, fans, who they are, what differentiates them from others or shortly 'fandom' is explained. After that, the motivations of the fans, how they identify themselves with the teams, and what differentiates fans with high identification from other fans are mentioned. Attitudinal, behavioral, and conative loyalty in sport marketing is explained before the social agents that make people be fan are mentioned. Nationalism, ethnic identity, and acculturation is defined and explained in detail in the following section.

Following the main concepts of the study, the history and dynamics of Turkish immigrants in Germany and their interest in football takes place to understand the fans better. Finally, information about football and teams in Turkey were given, which helps us understand the story well.

In the second part of this study, in conceptual framework section in methodology chapter; the aim of the study, the variables in the study, the research questions that are trying to be answered, the model of the study, and the hypotheses based on the research questions are explained. In research methodology section, the research process, how the research is designed, and the methods used to analyze the collected data are discussed. In the last section of this chapter, the results of the hypotheses are explained.

At the end of the study, the answers of research questions of the study are discussed. In addition to this, according to the results of the study, some practical recommendations are made to the managers of the football clubs related with marketing strategies about Turkish football fans both in Turkey and in Germany.

Finally, the significance of this study, its limitations, and recommendations for future research are shared.

2. LITERATURE REVIEW

In this chapter; first of all, brief information about sport marketing is given. Marketing mix or in other words 4P's of sport is explained. It is followed by marketing of football. Next, the main concepts on which this study is based are defined and how these concepts took place in the literature is analyzed in detail. After these concepts, Turkish immigrants, their history in Germany and their relationship with football is explained. Finally, general information about football in Turkey is presented to understand the whole study well.

2.1 SPORTS MARKETING

The definition of sports marketing is the application of marketing principles, processes and concepts to sport products and services, and the marketing of non-sport products via an association to sport (Smith, 2008, p.3; Fullerton, 2007, p.2; Mullin, Hardy, and Sutton, 2007, p.11; Shank, 2002, p. 2). Wakefield (2007, p.12) defines sports marketing as:

Building a highly identified fan base such that fans, sponsors, media, and government pay to promote and support the organization for the benefits of social exchange and personal, group, and community identity within a cooperative competitive environment.

Sport is a popular subject in the marketing literature. Marketing of sport became very popular during 1990s. As the sports business grew, it started to take more place in the literature. According to Shannon (1999), the number of academic books published shows the growing interest in sports marketing. While, it was hard to find a textbook before 1990, during the 90s, some books were published. In addition to the books mentioned by Shannon (1999), many academic journals related with sports marketing were launched:

- i. Journal of Sport Behavior – 1990,

- ii. Sports Marketing Quarterly – 1992,
- iii. International Sports Journal – 1997,
- iv. International Journal of Sports Marketing & Sponsorship – 1999,
- v. International Journal of Sport Management and Marketing – 2005.

Sport marketing, similar to other forms of marketing, is trying to fulfill the needs and wants of consumers through providing sport services and sport-related products. However, different from conventional marketing, sport marketing encourages the consumption of non-sport products and services via associating them with sports (Smith, 2008, p.3). Besides this difference, Wakefield (2007, pp.3-4) states that sports marketing differs from typical goods/services marketing in terms of the purchasers, product, promotion, distribution channel, price, competition, adoption, facilities, exchange, and employees. (See Table 2.1)

The purchasers of sport marketing products are fans which can be defined as “any individual who is an enthusiastic, ardent, and loyal admirer of an interest” (Reysen and Branscombe, 2010). However, the purchasers of goods/services marketing products are ‘customers’ who buy the product. In addition, fans identify themselves with teams and athletes, while consumers are loyal to the brand (Wakefield, 2007, pp.4-5). Besides, fans do not buy the products with the rival team’s brand (Beech and Chadwick, 2007, p.11).

Another difference between sport marketing and goods/services marketing is that the owner of goods/services pays for advertising and promotion while sport teams or athletes get money directly or indirectly to advertise and promote themselves and sponsors directly promote the team. Also fans promote the team or the athlete by buying team merchandise. Media gets money from goods/services companies to advertise them, while they pay sport teams to broadcast or print team and event information (Wakefield, 2007, pp.5-6). Media also generates additional opportunities for sport organizations through the promotion of sponsorship deals and endorsement packages (Beech and Chadwick, 2007, p.11). The mobility of distribution channel is another factor differing sport marketing from goods/services marketing, since the sport team or event is mobile

and moves nationally or globally because of the road shows, the games, and the events. However, goods/services can be bought from the distribution centers established. The only mobility is the opening or closing of the stores (Wakefield, 2007, p.6).

Table 2.1: Top 10 differences between goods/services and sports marketing

Top 10	Dimension	Goods/services	Sports teams/events
1	Purchasers	Customers	Fanatics
2	Adoption	Loyalty-repeat purchasers of the same brand (viz., lack of switching behavior)	Psychological identification with individuals and teams that goes beyond mere loyalty
3	Promotion and Media	Owner pays media for promotion	Fans, sponsors, and media pay to promote team/event
4	Distribution Channel	Static; more site-limited	Mobile; more flexible
5	Product	Adapted	Global
6	Price	Customer pays a given price for good/service	Two-part: Fans frequently pay for the right to pay for tickets
7	Facilities	Corporate owner buys/builds own facilities	Government (taxpayer) typically pays for facilities
8	Competition	Individual branding in competitive markets	Cooperative contractual relationships → monopoly power and antitrust exemption
9	Exchange	Principally economic exchange	Principally social exchange
10	Employees	Contractual power favors owners	Contractual power favors employees (players)

Source: Wakefield, K. L. (2007). *Team sports marketing*, Oxford: Elsevier, Inc., p. 4.

Sports are global products needing little translation while goods/services have to be adapted to the market via changing the packaging or the content. Besides this difference, pricing is another distinction between sport and goods/services marketing, since customers pay one price for the product/service while sport fans frequently pay two-part tariff or price. For instance, fans pay for the ticket to enter the game and pay for food and drinks. This is similar to the services like electricity where a basic fee and additional usage fee is paid (Wakefield, 2007, pp.7-8). Fans also pay for

accommodation, transportation, gasoline, and other variety of goods and services to attend a sporting event (Fullerton, 2007, p.13).

Facilities of the goods/services companies are paid by the company, while the facilities of sport teams are paid by the government. Generally for goods/services companies, there is no monopoly. However, competition is monopolistic for teams especially at the professional level since entry and exit to the league is controlled by the league administration (Wakefield, 2007, pp.8-10). Clubs have to engage in tough competition and at the same time cooperate to improve the strength of the league (Shilbury, Quick, and Westerbeek, 2003, p.7).

The consumers of goods/services pay just an economic price, however fans make a social investment with the economic payment since attendance is almost always with at least one person or fans go to the game to share the emotions with others (Wakefield, 2007, pp.10-11). Atmosphere and excitement generated by the people around is the essence of sport for many people (Beech and Chadwick, 2007, p.9). The final distinction is the contractual power of the employers. In goods/services companies, the employer has the contractual leverage over its employees, but for the sport teams, employees (players, athletes) are more likely to possess contractual power over employers (Wakefield, 2007, p.11).

2.1.1 Sport Industry

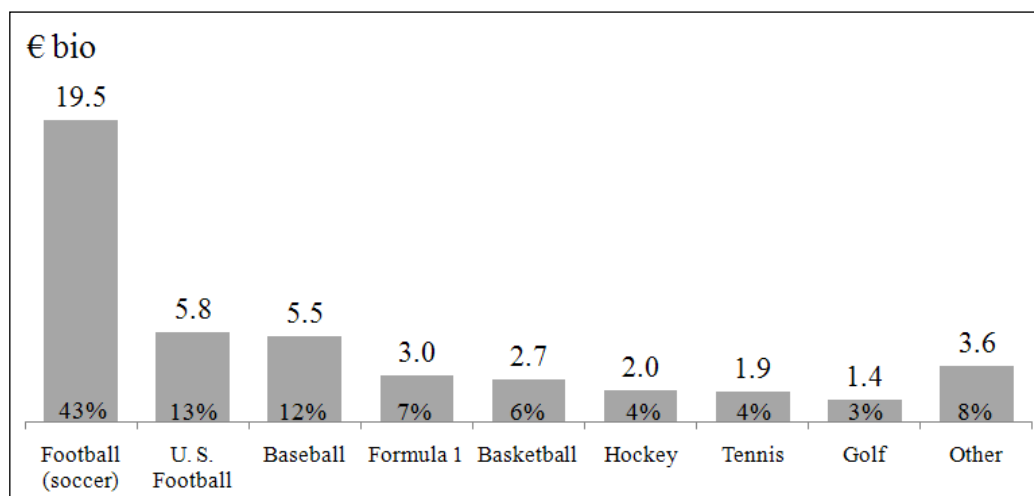
In the early 20th century, until the second half; sport was not such a considerable 'business'; although Olympic Games, world cups, championships etc were organized, they did not have an economic value (Shannon, 1999). Sport marketing activities were covering just the Olympic Games through late 1960s and early 1970s. During the 1970s, sport organizations realized that they have to do their business more professionally and should apply marketing approaches to the sports activities to be more successful. At the same time, many countries in Europe, the USA and Australia banned the advertisement of tobacco products on TV and radio. This ban was a substantial boost for sports marketing (Shannon, 1999). These factors accelerated the growth of sports marketing. In addition to this, the 1984 Los Angeles Olympic Games is accepted as a landmark in

sports marketing history, since sports marketing began on a formal basis and it was the first Olympics depended wholly on private money and made profits (Morgan and Summers, 2005).

Today the sports industry is a wide business that includes the food, memorabilia stands at the stadium, media rights, and sponsorships. In the sports industry, every year, nearly €450 billion (\$620 billion) is spent (Zygband, 2011). It is greater than the nominal GDP of Turkey (\$614 billion) which was the 17th biggest economy in the world in 2009 (IMF, 2011).

Figure 2.1 illustrates the worldwide sports event market which includes all ticketing, media, and marketing revenues for major sports. The total amount is €45.4 billion (\$64 billion) in 2009. It was €36.2 billion in 2005 and expected to be €58.3 in 2015. The average growth rate was 6 percent between 2005 and 2009, but this growth is expected to decrease to 4 percent between 2009 and 2015 (Zygband, 2011).

Figure 2.1: Worldwide sport event market in 2009



Source: Zygband, P., Colligon, H., Sultan, S., Santander, C., and Valensi, U. (2011). Major trends and challenges in an industry full of passion, *A. T. Kearney – The Sports Market Report*. http://www.atkearney.com/images/global/pdf/Sports_Market.pdf, [accessed 19 November 2011].

Football (soccer) which is the most popular sport in the world takes the highest portion from the worldwide sports event market with a 43 percent share. American football

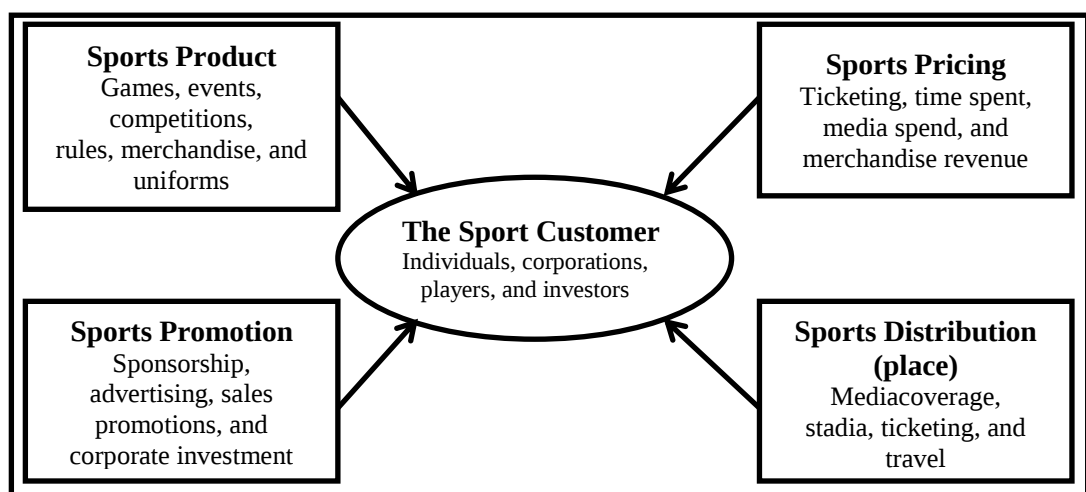
ranks second with 13 percent share and baseball is the third with 12 percent share (Zygband, 2011).

2.1.2 Sport Marketing Mix

The basic marketing mix is the combination of 4 Ps which are product, price, place (distribution), and promotion. However, since the sport industry is seen in the service industry, the additional 3 Ps which are people, physical evidence, and process may be added to the sport marketing mix (Shilbury, Quick and Westerbeek, 2003, p.4). Pitts and Stotlar (2007, p.179) define the sport marketing mix with 4 Ps and state that the development of the sport marketing mix can be achieved with the optimal combination of the 4 Ps.

Figure 2.2 illustrates the sport marketing mix. At the core, there exist the sport consumers who are individuals, corporations, players, and investors. Product includes, games, events, competitions, rules, merchandise, and uniforms, while pricing consists of ticketing, time spent, media spend, and merchandise revenue. Sponsorship, advertising, sales promotions, and corporate investment constitute the promotion of the sport marketing mix. Finally, sport distribution includes media coverage, stadia, ticketing, and travel (Morgan and Summers, 2005, p.6).

Figure 2.2: The sports marketing mix



Source: Morgan, M. J. and Summers, J. (2005). Sports marketing, Australia: Thomson Learning, p.6.

Shilbury, Quick and Westerbeek (2003, p.4) add 3 Ps to the classical 4 Ps because of the similarity of sport marketing with services marketing. Physical evidence represents the aesthetic appeal such as the visual and/or tangible clues of the service product. Process refers to the convergence of marketing and other operations that affect the real time service delivery and quality. Finally, people represent the delivery of the event and play a significant role in the quality of consumption process (Shilbury, Quick and Westerbeek, 2003, p.4).

On the other side, Mullin, Hardy and Sutton (2007, p.44) add public relations as the fifth P of sport marketing to the classical 4 Ps. Public relations can be defined as the function that evaluates public attitudes, understands the public interest and executes program to gain the acceptance of the public. Public relations include media relations and community relations. In the short term, media relations seem more important but in the long run, community relations will gain more at least equal importance (Mullin, Hardy, and Sutton, 2007, pp.385-386).

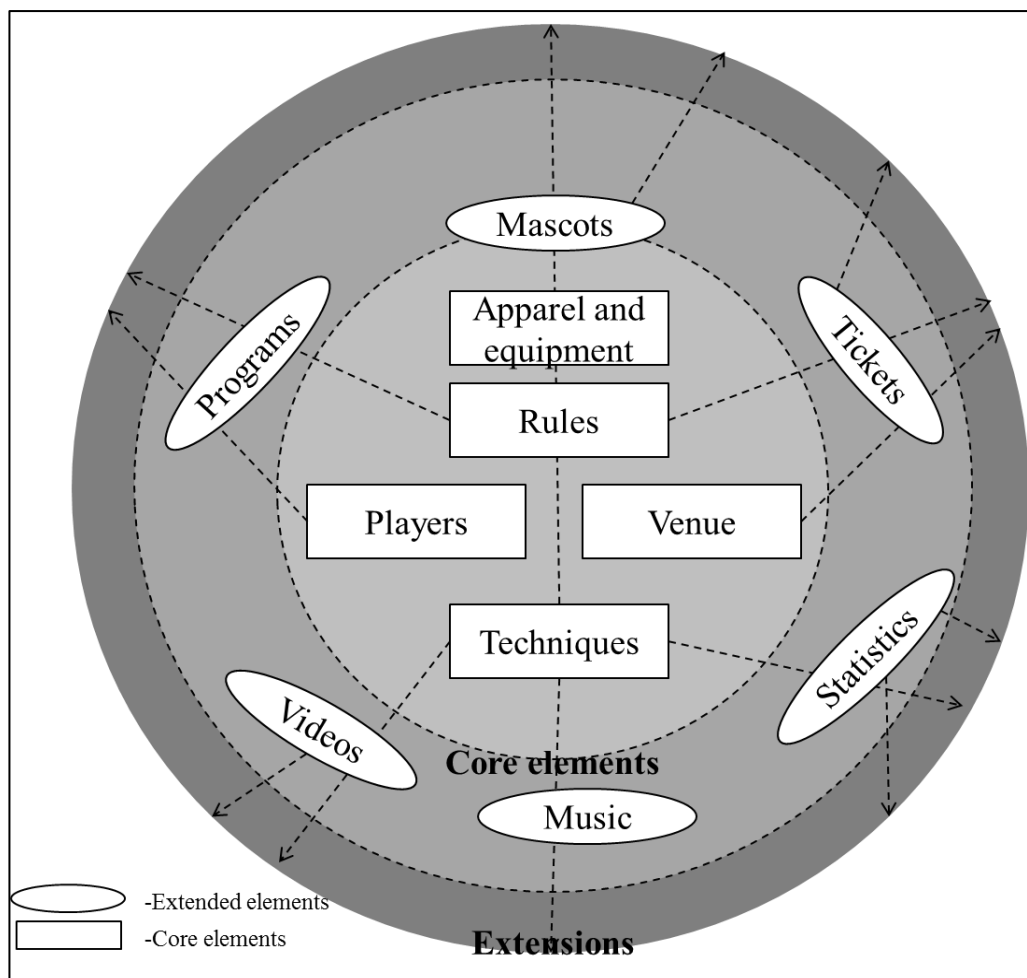
2.1.2.1 Sport product

Mullin, Hardy, and Sutton (2007, p.148) define the sport product as “the complex package of the tangible and intangible.” Smith (2008, p.107) defines sport product as the physical goods, services, and ideas, or the combination of these as a sport experience offered to a sport consumer. So, although it is called as ‘sport product’, it can include services or ideas, and it can be tangible or intangible (Shilbury, Quick and Westerbeek 2003, p.83).

However, the core product is the game itself or in other words, what happens on the field (Fullerton 2007, p.303). The core game or performance is not the whole story but just one element of an assembly (Mullin, Hardy and Sutton 2007, p.149). Figure 2.3 illustrates the core elements and extensions of a sport product. The core elements are the factors on the field such as players, venue, apparel and equipment, rules, and techniques. These elements exist in all sporting events no matter it is professional or amateur or whether it is a team sport or an individual sport (Mullin, Hardy and Sutton, 2007, p.150).

In sport marketing, the sport product is not consistent that is it changes from consumption to consumption. Game of the two teams can be totally different from the game of the same teams last week, although the teams have the same squad in both games. This uncertainty and spontaneity of the sport product makes it attractive for the fans. Because of this uncertainty, the sport marketer has no control on the core product and must focus on the extensions. The team may not be successful in every game, but the fans can be satisfied with the whole experience they had on the game day (Mullin, Hardy and Sutton, 2007, p.149).

Figure 2.3: Core elements of the sport product and a sample of extensions



Source: Mullin, B., Hardy, S., and Sutton, W. A. (2007). Sport marketing, Champaign, IL: Human Kinetics, p. 150.

2.1.2.2 Sport price

Price, a critical strategic marketing issue, is used to measure the value of the good or service (Meir and Arthur, 2007, p.323). Shilbury, Quick and Westerbeek (2003, p.98) state that price is the charged amount to the customer in exchange for a good or service. Smith (2008, p. 129) defines price as what a consumer gives up in place of a sporting good or service.

Price is a critical strategic marketing tool since it affects the perception of the consumer or positioning of the product. A high priced good is perceived as a high quality good (Smith, 2008, p.129; Shilbury, Quick and Westerbeek, 2003, p. 98). Price is the most visible and flexible factor in marketing via sales, discounts, coupons, and rebates. So, pricing affects the overall sport marketing plan of the sport organization (Schwarz and Hunter, 2008, p.28).

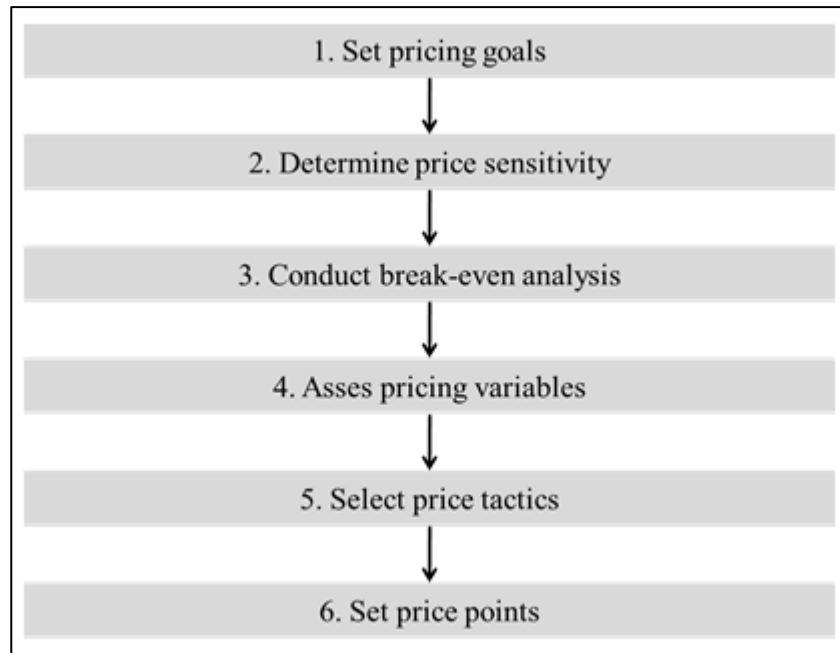
Since price is strategic and affects the whole marketing plan, it should not be set just according to the costs of the organization. Pitts and Stotlar (2007, p.216) state that four Cs should be included in the pricing process: consumer, competitor, company, and climate (environment).

Consumer is the target and gives the decision to buy the good/service or not. So, consumer is one of the major factors that affect the pricing strategy. Competitor is the factor that sets the price level in the market, pricing decisions cannot be made without considering the competitor who is perceived as an alternative to the company's product. The company's type, strategy, structure, and targets shape the pricing strategy. The final C is the climate which symbolizes the environment that the sport business is going on. The sport organization cannot directly control the factors under climate such as laws, regulations, political climate, and economic situation (Pitts and Stotlar, 2007, pp.216-219).

Figure 2.4 illustrates the pricing process which is based on the four Cs. The first step is deciding on what is sought with the pricing strategy based on the strategy of 'the company' (Smith, 2008, p.132). In the second step, the price sensitivity is determined. Price sensitivity is the sensitivity of 'the consumers' to the changes in the price (Smith, 2008, p.134). The next step is conducting break-even analysis and finding out when the sales will be equal to the costs of 'the company' (Smith, 2008, p. 138). Then pricing

variables are assessed in the process. Pricing variables are the pricing of ‘the competitor’ or legal or technical boundaries such as laws and regulations which are significant factors of ‘the climate’ (Smith, 2008, pp. 139-140).

Figure 2.4: The strategic pricing process



Source: Smith, A. C. T. (2008). *Introduction to sport marketing*, Oxford: Butterworth-Heinemann, p. 131.

The fifth step is selecting price tactics. The pricing tactic is related with positioning and positioning is how ‘the consumers’ think and feel about the product of ‘the company’ when they compare it with the product of ‘the competitors’ (Smith, 2008, pp.139-141). The final step is setting price points which is related with positioning meaning that it is related with the competitor, the consumer, and the company and defined as “a deliberately selected level of price that reflects the positioning approach underpinning the product’s marketing strategy” (Smith, 2008, p.146).

2.1.2.3 Sport place (distribution)

Place refers to the location where the event takes place (stadium, arena), the point for distributing the product (ticket sales at the stadium, on the phone, or online store), the geographic place of the target markets (global, national, regional), and other distribution

channels that target audiences may access the product (media distribution centers, or time, day, season in which product is offered) (Schwarz and Hunter, 2008, p.29).

Sport distribution deals with how and where consumers reach to a sport product or service to use it (Smith, 2008, p.151). The distribution of sport products and services is a significant part of sport marketing and thus it involves the development and maintenance of distribution channels. Distribution channel can be defined as the route of a product (its title or ownership) from production to consumption (Sparks, 2007, p.343) or as the organized series of people or organizations that take the product from the producer to the end consumer (Smith, 2008, p.154).

Table 2.2 illustrates the issues for sporting products' distribution. Sporting goods are the physical goods related with sports such as golf balls, team jerseys, fitness equipment etc. Sport consulting services are market researchers, sport psychologists, and sport management consultants. Finally, facility-dependent sport services include a professional league, a recreation center, or a community volleyball competition.

Table 2.2 shows that sporting products can have distribution channels with different lengths. Also, the distribution place may be where the event takes place or many places where tickets or team merchandise is sold. Besides, consumer may go to the distribution point or service provider may go to the consumer depending on the type of the product. The producer has an indirect interaction with consumers for sporting goods, while consulting and facility-dependent services have direct interaction with the consumer. Use of technology is increasing for sporting goods especially via online stores and technology is heavily used for ticket sale for facility dependent services. On the other hand, for consulting services, technology is used just for the initial contact (Smith, 2008, pp.156-157).

Table 2.2: Distribution issues for sporting products

Distribution Variables	Sporting Goods	Sport-Consulting Services	Facility-Dependent Sport Services
Length of distribution channel	Long, often many channel members	Short, often just the producer (service provider) and consumer	Short, often just the producer (service provider) and consumer
Location of distribution	Many locations (potentially unlimited)	Many locations (potentially unlimited)	The sport facility
How customer access distribution	Consumer goes to distribution point	Service provider usually goes to consumer	Consumer goes to distribution point
Interaction between producer and customer	Indirect	Direct	Direct
Use of technology	Limited but increasing	Technology usually used for initial contact (e.g. Website, e-mail contact etc.)	Heavy for the sale of tickets

Source: Smith, A. C. T. (2008). *Introduction to sport marketing*, Oxford: Butterworth- Heinemann, p. 157.

2.1.2.4 Sport promotion

The last P of the marketing mix is promotion which is also very significant for sport product and service marketers. There are companies which specialized on sport promotion and give service to teams, athletes, and organizations (Pitts and Stotlar, 2007, p.249). According to Delpy (2000), it is no more possible for event organizers to open the gates and wait for spectators to attend the game. So, promotion is critical for sport marketing.

Mullin, Hardy and Sutton (2007, p.237) define promotion in sport marketing as a wide category for any activities designed to arouse consumer interest in, awareness of, and purchase of the product. Another description of promotion is to inform, persuade, and influence the consumer's purchase decision (Pitts and Stotlar, 2007, p.250). Smith (2008, p.170) makes a similar definition and states that promotion is the way of

communication with consumers for sport marketers to inform, persuade, and remind them about the benefits or features that exist in the sport product's positioning.

The promotion mix includes advertising, personal selling, publicity/public relations, and sales promotion (Smith, 2008, p.170; Mullin, Hardy and Sutton, 2007, p.237; Shilbury, Quick and Westerbeek, 2003, p.155). However, Schwarz and Hunter, (2008, p.29) expand the description of the promotion mix and add community relations, media relations, and sponsorship to the mix.

Pitts and Stotlar, (2007, pp.251-252) state that sport companies want to communicate different messages related with the product or the service to the consumers and successful promotions can achieve the communication of messages and the functions below:

- i. Establish an image.
- ii. Reposition the image of a declining or unsuccessful product.
- iii. Create awareness for the new products.
- iv. Alert the consumer to sales.
- v. Give information about where your business is located.

2.1.3 Marketing of Football

With its roots going back to centuries, football have been played, viewed, spoken, discussed, and followed in all countries in the world. Although many cultures such as China, Greece, and Rome claim that they have played the first football, modern football was born in 1863 in England with establishment of the English Football Association and the determination of the basic rules (FIFA, 2011).

Football (soccer) is the most popular sport all over the world. When it first started, it was a game played by men. However in the 21st century; it is more than a game, more likely an industry in which there exist investors, companies, stocks, sponsors, marketing professionals, profits, losses etc.

With this change, the perception of football also changed. It became a business and practitioners and scholars approached football clubs as a profit oriented organizations.

In fact, in many countries, the football clubs are incorporations. So, as the clubs became companies, the game became a business and the fans started to be considered as ‘the customers’. Although there are some groups opposing this ‘industrialization’, the trend is going on (Ozdemir, 2011).

In all businesses, companies are trying to provide services or goods to their customers and they continuously try to make their customers happy for sustainable revenues and profitability. The football clubs are on the same way to make their fans satisfied and loyal, and they are trying to get more money with more quality or new products or services.

2.2 FANDOM

On the people side of sport marketing, fandom is one of the main subjects that have been analyzed by the scholars. Fiske (1992) describes fandom as a common characteristic of popular culture in industrial societies. Sloan (1989) and Hunt (1999) define fans as enthusiastic devotees of a given diversion while Reysen and Branscombe (2010) define fan as any person who is an ardent, enthusiastic, and loyal admirer of an interest.

Sport fandom is the consequence of a mixture of environmental factors and personality (Gantz, 2008). Sport fans are described as people with varying degrees of fanatical commitment to the clubs or players by Redden and Steiner (2000). Guttman (1986, p.6) defines sport fans as the consumers of sporting events who are emotionally committed. Wann (2001, p.2) define sport fans as people who are interested in and follow a sport, team, and/or athlete.

According to the study of Wann, Schrader, and Wilson (1999), eustress, self-esteem, escape, entertainment, aesthetic, and group affiliation are the main motives of sport fans. People who are motivated by one or more of these motives tend to see themselves as sport fans. Individuals who are motivated toward sport fandom because of the other two motives of SFMS (Sport Fandom Measurement Scale) which are economic gains

and the chance to spend time with their family do not necessarily view themselves as sport fans in general (Wann, Schrader, and Wilson, 1999).

Lee and Zeiss (1980) define the highly committed sport fan as a person who shows steadiness, devotion and loyalty with cognitive, attitudinal, and behavioral commitment. Cognitive commitment is the process that the consumer accumulates knowledge about the sport and team. Attitudinal commitment is the process that consumer believes strongly in the team and the sport and behavioral commitment is showing his commitment through concrete actions like ticket or merchandise buying (Lee and Zeiss, 1980).

In the literature, fandom does not have just positive connotations. It is also explained with the negative terms like hooliganism, laziness, unsatisfied fantasies and desires, obsession and deviance (Gantz *et al.* 2008).

With all these positive and negative descriptions, sport fandom is compared with fandom with other interest such as music, hobby, or media. Reysen and Branscombe (2010) found out that sport fans and fans of other interests are similar. Thorne and Bruner (2006) stated that fans have certain common characteristics:

- i. They have a great desire for internal involvement.
- ii. They have a great wish to be involved in fan-related activities.
- iii. They wish to acquire material objects related with interest.
- iv. They are eager to interact with other fans of the same interest.

Another noteworthy comparison of sport fan is with the 'sport spectator' term. The concepts 'fans' and 'spectators' are frequently used interchangeably (Gantz, 2008; Wann, 2001, p.2). The critical point is that fans are people with a lasting interest in sport, while spectators are people who actively watch a sporting event live in stadium or through some form of media – television, radio etc. (Wann, 2001, pp.2-3). Jones (1997) differentiates spectators from fans and states that spectators watch a sport and forget it; on the other side, fans have more concentration and dedicate parts of every day to their team or the sport. While observers enjoy the entertainment part of the sport, highly committed fans see the sport as a significant part of their life (Trail and James, 2001). Being a mere spectator is not enough for being a 'true' fan, true fandom is about being a

participant or it requires the 'living' experience of football (SIRC, 2008). Besides dedication, the motivation of fans and spectators may differ. Achievement of a favorite team may be the main motivation of the fan, while it can be the aesthetics or the skill displayed in a sport for the spectator (Robinson, 2005; Trail, 2003).

Football fans see themselves – their presence, rituals, and involvement– as a critical factor for the success of their teams and identify themselves as the ‘twelfth man’ (SIRC, 2008). However, the industrialization of football led many clubs see their fans as ‘customers’ and the teams are motivated by the globalized search for profit (Williams, 2007). Modern football is commodified which is bought and sold to consumers (Bale, 1998, p.271). “Being a fan is primarily a consumer act and hence fans can be seen first and foremost as consumers” (Crawford, 2004, p.4). So, the late-modern fandom is more being a customer than the twelfth man.

Besides all these conceptual or definitional studies, fandom took place in the literature with different subjects. Wann (1998a; 1998b) tested the relationship of fandom with alcohol consumption and tobacco use respectively and he found no relationship. End, Kretschmar, and Dietz-Uhler (2004) analyzed fandom as the determinant of popularity and found out that it is more important for male popularity. Melnick and Wann (2004; 2010), Theodorakis and Wann (2008) studied gender differences in sport fandom in different cultures such as Norway, Australia, and Greece. James and Ridinger (2002) found out that males report a stronger connection to sports in general, while females have a stronger connection to a specific sport. White and Wilson (1999) and Thrane (2001) analyzed sport spectatorship instead of sport fandom in Canada and Scandinavia, and declared that sport spectatorship has relationship with socioeconomic status. Another critical point with fandom in the literature is its relation to social well-being, because of the social nature the activity has (Wann, 2001, p.164; Eastman and Land, 1997).

Although fandom is analyzed very deeply in the literature, there are a few scales to measure it. One of these scales was developed by Wann (2002). Sport Fandom Questionnaire – SFQ is measuring the fandom of an individual with five items related with how the individual and the people around evaluate him / her as a sports fan and how the individual interprets the sport and sport fandom. In the literature, there is

another scale to measure fandom which is called the Fandom Scale (Reysen and Branscombe, 2010). The scale consists eleven items and it is measuring fandom via how the person is tied to his/her interest, how he/she identifies with that interest, and how much time, effort, and money he/she spends. This scale is measuring not just sports fandom, but all types of fandom such as fans of television shows or musical groups (Reysen and Branscombe, 2010).

2.3 MOTIVATION

With all these definitions, scholars tried to understand why some people became fans and underlying factors affecting fandom and sport consumption. They found out some ‘motives’ that explain fandom and sport consumption.

Motivation is an activated state that leads to goal-directed behavior and consists of drive urges, wishes, and desires (Funk, Mahony, and Ridinger, 2002). Kotler and Armstrong (2008, p.142) described ‘motive’ or ‘drive’ as a need that is adequately pressing to lead the person to look for satisfaction.

Funk *et al.* (2009) describe motives for sport event attendance as dynamic, and multifaceted, and state that these motives have been examined with different frameworks such as hierarchy of needs (Maslow, 1954), escape-seeking model (Iso-Ahola, 1982), psychological needs (Sloan, 1989), and stages of increasing involvement (Funk and James, 2001).

Kim and Trail (2010) state that motives are the factors that positively affect attendance, on the other hand ‘constraints’ are the factors that negatively affect attendance. Deciding whether a factor is a motive or constraint is subject to the context. They studied on constraints which they define as the opposite of motives, and found out internal and external constraints. Internal constraints are lack of knowledge, lack of success of the team, lack of someone to attend with, and no interest from others and external constraints are commitments, cost, leisure alternatives, location, parking, participant sports, and alternative sport entertainment (Kim and Trail, 2010).

In addition to defining and subgrouping motives, scholars also studied the differences in fan motivations. One of the main subjects is cultural and ethnic differences between fan motivations. Bilyeu and Wann (2002) studied the differences in fan motivation between African Americans and European Americans and found out some differences in some motives. For instance, African Americans had a higher score on escape motive. This is an expected difference since stress symptoms for minorities are higher than the high-status group. African Americans score was high on self-esteem motive, too. They overvalue the attributes that are a central component to their self-identity and undervalue those that they do not have (Bilyeu and Wann, 2002). Another difference was in family motive and African Americans scored higher than European Americans, since they have stronger and closer ties with their families compared to European Americans. Another difference found by Bilyeu and Wann (2002) was that African Americans see sports as a platform where they are highly represented and highly successful in some sports. African Americans are more successful in this platform compared to other professions, but European Americans have many other professions that they are very successful. African Americans can relate themselves with the athletes and so that they enjoy watching sports (Bilyeu and Wann, 2002).

In the study of Kwon and Trail (2001), the American students were compared with international students in the US in terms of sport fan motivation. They found minor differences between these groups. Eustress was the primary motivation for both American and international students. Kwon and Trail (2001) found out that aesthetics, self-esteem, and group affiliation motives were secondary motives for American students. However, although secondary, the aesthetics motive was considerably greater for the international students compared to American students. The self-esteem and group affiliation motives were equal and less important for this group (Kwon and Trail, 2001).

Won and Kitamura (2007) made another cross-cultural study which compared Japanese and Korean football spectators. They found out that Koreans scored higher in personal benefits related motives such as family, player, and drama, while Japanese spectators scored higher on sport related motives like physical skill and entertainment and self-definition related motives like vicarious achievement and team identification (Won and Kitamura, 2007).

Gender was another popular subject for the scholars while analyzing sport fan motivation. According to Wann, Schrader, and Wilson (1999), males are motivated by eustress, self-esteem, and aesthetics while females are motivated by family needs. James and Ridinger (2002) stated that females enjoy sport, but males both enjoy sport and derive a significant identity from it, since the scores on the achievement (sharing a team's success), empathy (feeling the disappointment of a loss or poor play), and knowledge (wanting to know the technical aspects and strategy of a sport) motives are higher. Females rated action, escape, and drama motives highly but, there were no differences between males and females with respect to these motives. Fink and Parker (2009) stated that males' scores on the motives of drama, appreciation of physical skill, aesthetics, and knowledge are higher compared to females, while females' scores on family and physical attractiveness are higher.

The type of the sport was also analyzed to understand whether the motivations of fans differ in different sports. James and Ross (2004) stated that sport related motives such as entertainment, skill, drama, and team effort scored higher than other motives for the non-revenue sports such as baseball and softball games and at wrestling. Wann (2008) analyzed the individual sports (e.g., figure skating, golf) vs. team sports (e.g. professional baseball, college basketball); aggressive (e.g., professional wrestling, professional football) vs. nonaggressive (e.g., professional baseball, figure skating); and stylistic (e.g., figure skating, gymnastics) vs. non-stylistic (e.g., professional hockey, tennis) sports and found that there are considerable differences between sports. While team and individual sports differed on all motives except escape and economic motives; aggressive and nonaggressive sports differed on aesthetic, economic, eustress, group affiliation, and entertainment motives. On the other hand, aggressive and nonaggressive sports differed on all motives except escape (Wann, 2008).

Besides the type of sports, level of sports was another criterion to differentiate the motives of fans. Robinson, Dick, and Gillentine (2005) examined consumers attending collegiate football games at different divisions. Fans of Division I games were more motivated by vicarious achievement, drama, and aesthetics than those attending the other levels. Bernthal and Graham (2003) also stated that motivational structures differ depending on the settings of the sport. For instance, in their decision to attend a baseball game, minor league fans consider value and added entertainment (promotions/

giveaways, mascots, music/sound effects) more important. On the other side, collegiate fans give more importance to items related to the play of the game itself and the communal aspects of attendance in attending a baseball game (Bernthal and Graham, 2003).

Understanding the underlying motivations of the fans is crucial for the sport marketers who have a target to increase team revenues and gate sales. Also marketing communication can be based on these motives which will end with more loyal fans (Wann, 2008) and underline the benefits of excitement, performance, and esteem linked with attending professional sport contests (Funk, 2009).

Although motivation is a theoretical construct and the measurement and identification of motives is inaccurate, scholars studying on sports have achieved to validate reliable scales that measure various aspects of motivation (Neale, 2006).

For measuring fan motivation, Wann (1995) developed Sport Fan Motivation Scale (SFMS). This scale contains eight subscales with twenty-three items. The subscales are group affiliation, aesthetic, self-esteem, economic, eustress, escape, entertainment, and family. All of these subscales contain three items excluding the family subscale which has two items (Wann, 2001, p.42). Wann (2001) made the study with a sample of college students and found that females scored higher on the family motive while male fans tended to have a higher level of aesthetic, escape, eustress, entertainment and self-esteem motivation. This was one of the earliest studies that tried to measure the motives of the sports fans.

Another scale for motivation–Motivation of the Sport Consumer (MSC) was developed by Milne and McDonald (1999, pp.22-36) which analyzed participant and spectator motives. Maslow's hierarchy of needs provided the basic outline for organizing constructs related with sport consumption. Also, Won and Kitamura (2007) stated that this scale is based on the work of Sloan (1985). The scale has four factors with twelve motivation constructs and thirty-seven items for sport spectatorship (Milne and McDonald, 1999, p.36):

- i. Sport-based: achievement, aggression, risk-taking, and competition
- ii. Social: social facilitation, affiliation,

- iii. Mental well-being: value development, self-esteem, self-actualization,
- iv. Personal needs: stress release, aesthetics, and skill mastery.

Trail and James (2001) criticized the previous scales for measuring motivations behind sport consumption for being weak in terms of content, criterion, and construct validity. The authors concentrated on validity and the lack of segregation of participants and fans, while criticizing SFMS and MSC respectively. The authors developed the Motivation Scale for Sport Consumption (MSSC) which has twenty-seven items under nine motives: vicarious achievement, acquisition of knowledge, aesthetics, social interaction, drama, physical attractiveness of the participants, escape, family, and physical skill of the participants. The scale was applied to the season ticket holders for a major league baseball team. The scholars claim that MSSC will enable academicians and practitioners to understand better the effect of psychological motives such as need for achievement, escape, or desire for drama on sport consumption such as attendance to events or purchase of team merchandise (Trail and James, 2001).

In 2001, Funk analyzed fan motivations to develop the Sport Interest Inventory (SII) and they found out ten factors (aesthetic, drama, excitement, interest in player, interest in soccer, interest in team, national pride, social opportunities, support for women's opportunities, and vicarious achievement) with thirty items that explain the fan motivations in a specific sport, women's soccer in the US. The authors noted that six of the ten factors (interest in team, interest in soccer, vicarious achievement, drama, excitement and support for women's opportunities) predicted 34 percent of the variance in attending the tournament (Funk, 2001).

Funk, Mahony, and Ridinger (2002) improved the original SII with four extra factors. The fourteen factors of SII contain aesthetics, excitement, wholesome environment, role models, entertainment value, drama, interest in the sport, interest in team, support women's opportunity in sport, bonding with family, national pride, vicarious achievement, socialization, and interest in player. Five of the factors explained 54 percent of the interest in women's national team of US (Funk, Mahony, and Ridinger, 2002).

Similar to the study of Bilyeu and Wann (2002) mentioned above, Armstrong (2002a) analyzed the sport consumption motives of black and white consumers and developed

the Black Consumer Sport Motivation Scale which consists eustress, group recreation, aesthetics, cultural affiliation, group entertainment, escape, personal (economic/psychological) investment motives.

James *et al.* (2006) focus on all the motives to identify which of them are relevant with a wide range of sports and which motives are relevant to a specific sport. The result of their study is that self-esteem (i.e., vicarious achievement), aesthetics, drama, escape, and social interaction are applicable across a wide range of sport settings (Kim, 2008). On the other side, Trail (2003) stated that aesthetics and drama motives were related with identification with the sport in general, while the vicarious achievement was related with identification with the team.

Funk (2009) try to combine the needs of the academics and the practitioners in measuring the motivations and present a scale called SPEED. It is a ten-item multi-attribute scale that evaluates the five components of motivation: socialization, performance, excitement, esteem, and diversion. Performance, esteem, and excitement explain the 30 percent of the variance in past attendance and the scale is capable of explaining 75 percent of the variance in team commitment (Funk, 2009).

2.4 IDENTIFICATION

In addition to the motives of sport fans, scholars analyzed the team identification (a type of group identity) as one of the main subjects in sports marketing. Team identification is based on social identity theory which claims that the self-concept consist of a personal identity and social identity (Fink, Trail, and Anderson, 2002). Social identity theory was first developed by Henri Tajfel in the beginning of the 70s. (Hogg 2006, p.111) Tajfel, (1978, p.292) defined social identity as “the individual’s knowledge that he belongs to certain social groups together with some emotional and value significance to him of this group membership”. Social identity theory, concentrates on the link between self, role, and society (Laverie and Arnett, 2000) and in this theory, the role of self-conception in-group membership, group processes, and intergroup relations are analyzed socio-psychologically (Hogg, 2006, p.111). Cognitions and behaviors are trying to be explained with group processes and intergroup discrimination is the result of

individuals' motivation to achieve positive self-esteem. Group members maintain self-enhancement via making own group psychologically positively distinctive from another group (Abrams and Hogg, 1988). The main assumption that lies under the Social Identity Theory is that people attempt to evaluate positively the groups they belong to (Tajfel and Turner, 1986). Social Identity Theory also declares a positive connection between intergroup differentiation and in-group identification (Mummendey, Klink, and Brown, 2001).

These explanations and definitions clearly show that identification of fans is based on Social Identity Theory, since being a fan of a team is a significant social identity. Many fans identify themselves with their teams; indeed according to Wakefield and Wann (2006), they see the team as "an extension of self-identity". They evaluate their fan groups positively and achieve self-esteem by differentiating their fan groups from rival teams' fan groups and by feeling themselves belonging to a large social structure. Another way of achieving self-esteem is appreciating members of their group more compared to the members of another group (Dietz-Uhler and Murrell, 1999).

Wann and Branscombe (1991) described team identification as a psychological attachment that gives fans a sense of belonging to a larger social structure while Milne and McDonald (1999, p.13) defined it as the personal dedication and emotional involvement customers have with a sport organization. Similar to this definition; team identification is defined as the degree of psychological connection that a fan feels to a team (Wakefield and Wann, 2006; Wann, 2001, p.3) and as the spectators' perception of a team's failures and successes as one's own (Ashfort and Mael, 1989).

Gwinner and Swanson (2003) declared prestige, domain involvement, and fan associations as the antecedents of team identification in addition to social identity. Prestige is community specific and the team may be perceived as prestigious because of a link between the team and the history, symbols, common goals, and the 'need to belong' of the fan (Gwinner and Swanson, 2003). Therefore, fans may identify themselves with a team since that team has a special meaning in the community. Domain involvement is the acquaintance of the fan with the sport genre. Lascu (1995) found out that if a person is more involved in a sport genre, he or she is more motivated for participating in sporting events. Thus, if the person is highly involved in the domain

of the sport, the team identification is stronger (Gwinner and Swanson, 2003). Finally, if the fan has many associations or contact points with the team, then the fan identifies himself/herself with that team more. Number of fan associations is positively related to team identification (Gwinner and Swanson, 2003).

In addition to the antecedents, the construct of the team identification is analyzed by many scholars in detail. Wann and Branscombe (1993) analyzed team identification as a uni-dimensional construct which is a sense of belonging (or attachment). Dimmock, Grove, and Eklund (2005) built a two dimensional model. The two dimensions were 'affective-cognitive' and 'evaluative'. However, Heere and James (2007) criticized these points of view and claimed that the study of Dimmock, Grove, and Eklund (2005) is a good but insufficient move towards the right point. Heere and James (2007) stated that team identification is a multi-dimensional (cognitive, behavioral, and affective) construct and developed a scale accordingly. More detail will be given in variables section of methodology chapter.

According to the studies in sports literature, fans with higher levels of team identification:

- i. are more likely to spend money on team (attend or watch games, pay more for tickets, buy team sponsors' products, and purchase more team merchandise) (Kim and Trail, 2010; Matsuoka, Chelladurai, and Harada, 2003; Laverie and Arnett, 2000; Madrigal, 1995; Wakefield, 1995; Wann and Branscombe, 1993).
- ii. are more likely to attend away games (Fink, Trail and Anderson, 2002).
- iii. have more intention to attend games (Pritchard, Stinson, and Patton, 2010; Matsuoka, Chelladurai, and Harada, 2003).
- iv. spend more time in the process of watching the games of the team (Wann, 1999).
- v. are more optimistic and expect higher team performance (Wann and Branscombe, 1993).
- vi. are more eager to feel greater vicarious achievement (e.g., basking in reflected glory - BIRG) through his/her association with the team (Fink

and Parker, 2009; Trail, 2003; Madrigal, 1995; Murrell and Dietz, 1992; Wann and Branscombe, 1990).

- vii. get more satisfaction from positive game results (Madrigal, 1995).
- viii. see attending the games as an enjoyable activity (Wann and Schrader, 1997).
- ix. are more loyal to the team and do not reduce attendance even when its performance is poor (Matsuoka, Chelladurai, and Harada, 2003; Fink, Trail, and Anderson, 2002; Wann and Branscombe, 1993).
- x. are more likely to have a strong sense of attachment and belonging to the team (Fink, Trail, and Anderson, 2002).
- xi. read more literature related with their team (Wann and Branscombe, 1993).
- xii. are knowledgeable if the knowledge is performance-irrelevant, and perceive the team in a positively biased manner if the knowledge in question is performance-relevant (Wann, 2002).
- xiii. are more likely to have more positive attitudes about sponsors and have higher levels of sponsor recognition, satisfaction, and patronage (Gwinner and Swanson, 2003).
- xiv. are more loyal to the team's sponsoring brands (Levin, Beasley, and Gamble, 2004).

In addition to these determinations of relationships, 'identification' has correlation with another significant concept – psychological well-being. It is related with social well-being compared to personal well-being (Wann, 2006b). D. L. Wann has concentrated on this subject with different scholars and built 'Social Psychological Health Model' (Wann, Polk, and Franz, 2011; Wann, Keenan and Page, 2009; Wann 2006a; Wann 2006b; Wann, 2005; Wann and Pierce, 2005; Wann, 2004; Wann, Dimmock, and Grove, 2003; Wann, 1999). The model proposes that team identification makes well-being easy for the fan by increasing social connections (Wann, 2006b). It is suggested that identification is associated with higher levels of personal and collective self-esteem. It has a greater propensity to experience positive emotions and a reduced tendency to

experience negative emotions. Identification has lower levels of depression and alienation (Wann and Pierce, 2005). If the team is local, the identification is positively correlated with psychological health, while there is no such relationship if the team is distant (Wann, 2006a; Wann, 2004).

For measurement of identification, Wann and Branscombe (1993) developed the Sport Spectator Identification Scale (SSIS) to measure the identification of an individual with a sports team. The scale is based on eight questions and asking the importance of the team and being the fan of that team for the individual, how closely the individual follows the team via different media channels, and how often the team name or insignia is displayed by the individual. However, Dimmock, Grove and Eklund (2005) and Heere and James (2007) criticized this scale as being a uni-dimensional construct.

Dimmock, Grove and Eklund (2005) developed a new scale and assessed team identification with two dimensions: affective-cognitive and evaluative. This new scale is based on Tajfel's (1978) three types of social identification. However, although Heere and James (2007) evaluated this scale as "a step in the right direction", they stated that it is insufficient to measure team identification as a multi-dimensional construct and based their criticism on the lack of examination of the validity of the constructs and concerns regarding discriminant validity.

Heere and James (2007) developed the multi-dimensional Team*ID scale based on the study of Ashmore, Deaux and McLaughlin-Volpe (2004). There are six dimensions in the Team*ID scale to measure group identity: public evaluation, private evaluation, interconnection of self, behavioral involvement, sense of interdependence, and finally cognitive awareness. Heere and James (2007) developed the Team*ID scale in the eight stages. In the first stage, the group (team) identity constructs were defined and in the second stage, sample items for a pilot study were developed. In the third stage, a pilot study was done with 50 students in a Southeastern university in the U.S. In the fourth stage, the reliability and validity of the initial items were assessed, including a content validity review by a panel of experts. Based on the reliability and validity assessments, the modification of the proposed model was done in the fifth stage. In the sixth stage, a second data was collected from 311 students from the same university. Reliability and validity tests were done in the seventh stage. Finally, implications of the survey and

providing norms for future data collection with the Team*ID scale was identified (Heere and James, 2007).

2.5 LOYALTY

Loyalty is a popular concept in the literature. In marketing literature, loyalty is defined as the permanent relationship between the consumer and an organization (Reinartz and Kumar, 2000). Oliver (1997, p.392) described loyalty as:

A deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.

One of the most popular definitions of brand loyalty is done by Jacoby and Chestnut (1978, p.165). The authors described brand loyalty as:

The biased, behavioral response, expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological (decision making, evaluative) processes.

In sport marketing literature, loyalty is a popular subject since loyal fans do not switch to a more successful team during a losing season and sport organizations cannot afford fluctuations in support and must continuously develop and sustain a profitable fan base (Neale, 2006). It is essential for the clubs to create a loyal fan base, since the service provided is heterogeneous and the organization is mainly dependent on team's performance (Heere and Dickson, 2008). Wakefield and Sloan (1995) defined loyalty as a commitment or devotion to a team that is based on the spectator's interest in the team that has developed over time. According to the study of Schneider and Bristow (2007) which was done with baseball fans in the US, fan loyalty is significantly related with gender and positively related with age, number of years lived in the team's state, baseball knowledge, and the competitiveness of the person. Winegard and Deaner (2010) also found out correlation between gender, fandom, and loyalty. Males pointed out considerably greater concerns about loyalty. James (2001) claimed that "the implication for the development of team loyalty is that preferences for sports teams may form early in life as a result of socialization from family and to a lesser degree from friends." He added that looking at the childhood of the individual for the configuration

of preferences and commitment beginning is very significant to understand when and how team loyalty is built up.

Bauer, Stokburger-Sauer and Exler (2008) analyzed the effects of the club's brand image on loyalty and found that it has a significant role. However, interestingly their study showed that non-product-related attributes of the brand are more significant for the German football fans' loyalty compared to product-related attributes (Bauer, Stokburger-Sauer and Exler, 2008).

Funk and James (2006) state that 'loyalty' and 'allegiance' are frequently used interchangeably where loyalty is the committed allegiance to a person or cause and allegiance is a multi-dimensional construct that includes both attitudinal and behavioral factors. Similarly, loyalty is described as a two-dimensional construct which is composed of behavioral and attitudinal loyalty (Mahony, Madrigal, and Howard, 2000; Oliver, 1999; James, 1997; Morgan and Hunt, 1994; Day, 1969).

In the early studies, behavioral approach was used while analyzing loyalty and it was conceptualized as the repeat purchase of a particular brand. Smith (1981) found that 'deeply committed fans' were more eager to watch and attend sporting events of their favorite teams. Although in the early work, people's behavior is accepted as the only determinant of loyalty, during 1960s, it was criticized and questioned. However, what motivates these behaviors could not be explained (James, 1997). Exact behavioral indicator disregard the psychological reasons that explain why some people attend more games and attendance alone is not a good measure of loyalty, since we cannot understand whether the behavior is the result of a habit or lack of alternatives (Mahony, Madrigal, and Howard, 2000). Jacoby and Chestnut (1978, p.43) also denies to accept repetitive purchase as the only indicator of loyalty without further analysis, since the purchase may be a happenstance buying or the consumer may be multi-brand loyal. Although repetitive purchase is an indicator of loyalty, attitudes are more related to brand loyalty than just consistent buying of the same brand (Day, 1969).

Attitudinal loyalty is explaining the factors or motives affecting the behavior and it is conceptualized by psychological commitment (Funk and James, 2006). Loyalty is different from simply repeat purchase, since purchase may happen because of different reasons such as promotion, inertia, or intensity of distribution (Neale, 2006). Day

(1969) evaluated loyalty as the combination of behavior (regular purchase) and attitude (a strong and positive attitude to the brand). Mahony, Madrigal, and Howard (2000) used commitment and attitudinal loyalty interchangeably and this approach is also used by different scholars such as Funk and Pastore (2000) and Gladden and Funk (2002) (Heere and Dickson, 2008).

Besides the two dimensions of loyalty –behavioral and attitudinal– some scholars added another dimension which is called ‘conative loyalty’. Evanschitzky and Wunderlich (2006) define conative loyalty as customer’s behavioral intent to continue buying in the future at a retail store to which he or she has a deep commitment. Conative loyalty is related with the ‘behavioral intentions’ and expresses that a desire to intend an action must accompany to attitudinal loyalty, for example, repurchase a particular brand (Evanschitzky and Wunderlich, 2006).

One of the significant drivers of conative loyalty is team identification (Pritchard, Stinson, and Patton, 2010; Matsuoka, Chelladurai, and Harada, 2003). Besides team identification, the mood of the person which is the confirmation or disconfirmation of anticipations about the game has an effect on the conative loyalty of the person (Trail, Anderson and Fink, 2005). Self-esteem responses (Harolle, 2010; Trail, Anderson, and Fink, 2005) and attachment to the team (Kwon, Trail, and Anderson, 2005) explain a considerable amount of variance in conative loyalty. Trail, Anderson and Fink (2005) state that self-esteem, event outcome (dis)confirmation, identification, and mood are the four antecedents to sport spectator conative loyalty. The last three have indirect effects on the intentions depending on the models presented by the authors. There are three models (A, B, and C) in the study and they explain 41 percent, 49 percent, and 35 percent of the variance in sport spectator conative loyalty, respectively (Trail, Anderson, and Fink, 2005).

Oliver (1999) analyzed loyalty in four phases: cognitive, affective, conative, and action loyalty. Cognitive loyalty is in the information level based on previous knowledge or experience based information. In the affective loyalty, the consumer builds a liking or attitude toward the brand. Conative loyalty is the commitment to buy or the intention to rebuy the brand and very close to motivation. Finally, in the action loyalty stage, intentions are converted to actions – buying (Oliver, 1999).

Fan loyalty can easily be built and sustained via team success. However, Wakefield and Sloan (1995) proposed some other approaches to build team loyalty:

- i. First one is promotions that build and strengthen involvement and interest.
- ii. The second approach is to reduce the distance between the team and the fans so that the team members become more accessible. This will increase loyalty since fans are more loyal to somebody whom they feel they know individually.
- iii. The third approach is to focus on families and their children via discounted tickets which will promote trials and may result with repeat purchases.

Loyalty is analyzed as attitudinal, behavioral, and conative in the current study. Psychological Commitment to Team (PCT) which was developed by Mahony, Madrigal, and Howard (2000) is one of the major studies for measuring the attitudinal loyalty. The authors stated that although there are many scales for behavioral loyalty such as attendance, television viewing, there were no appropriate scales for attitudinal loyalty prior to their study. In PCT scale there are fourteen items that measures the loyalty of fans of NFL teams (Mahony, Madrigal, and Howard, 2000).

Another scale was developed by Funk and Pastore (2000) who stated that there were no psychometrically sound scales to measure team loyalty from the consumer perspective. In this study, behavioral and attitudinal components were integrated into a combined index of loyalty to the Cleveland Indians baseball team and commitment and attitudinal loyalty are again used interchangeably. There are five items related with commitment which measure the commitment of the fan, intention to defend the team and increase the time spent for following team no matter who the opponent team is (Funk and Pastore, 2000).

Heere and Dickson (2008) developed Attitudinal Loyalty to Team Scale (ALTS) with eight items. Three of these items were taken from PCT scale. After the two studies the authors found that loyalty can be measured via four items – star players, social affiliation, physical skill, and general. The wording of all four items is clearly designed to capture the characteristic attribute of loyalty, resistance to change even when the team's status declines (Heere and Dickson, 2008).

Behavioral loyalty is measured via the concepts related with consumption or attendance such as amount, quantity, level, frequency, probability, duration etc. Many scholars developed a scale suitable to his/her study for measuring behavioral loyalty. For instance, Iwasaki and Havitz (2004) state that frequency and proportion of participation reflect the two primary aspects of behavioral loyalty in addition to duration, sequence, and probability of brand use. Scremin (2008) based the behavioral loyalty scale on the study of Iwasaki and Havitz (2004) and prepared five items for behavioral loyalty scale: frequency of game attendance, media consumption, and team merchandise; proportion; duration; intensity of use, purchase and/or participation associated with a sport's team; and probability of brand use overtime.

Funk (1998) developed his own scale with seven items for measuring the behavioral loyalty of Cleveland Indians baseball spectators. The items are related with the dimensions of attendance, watching/listening, wearing/purchasing of team paraphernalia, and attention related to an athletic team (Funk, 1998).

Gladden and Funk (2001) measured behavioral loyalty with 'number of games attended', 'frequency of following the particular team through media coverage', and 'participation in activities relating to the team'.

Salman (2005) developed a scale with nineteen items based on the study of Gladden, and Funk (2001) and Matsuoka, Chelladurai, and Harada (2003). Nine of the items were generated by the author. The items in the scale are about attendance, following the team from different media channels such as TV, radio, newspapers, or magazines, talking about the team, using things with team logo (Salman, 2005). This scale is the only one for measuring the behavioral loyalty of Turkish football fans.

For measuring conative loyalty of sport spectators, one of the scales was developed by Trail, Fink, and Anderson (2003) which is called Intentions for Sport Consumption Behavior Scale (ISCBS). The items in the scale are about the intention to attend future games, purchase team merchandise, buy team clothing, support the team, and watch the game highlights with other people. This scale has shown adequate reliability (α values ranging from .79 to .93) and validity (AVE values ranging from .56 and .83) (Trail, Anderson, and Fink, 2005).

Evanschitzky and Wunderlich (2006) developed another scale for conative loyalty. Their scale is based on the behavioral intention battery developed by Zeithaml, Berry, and Parasuraman (1996) and has three items about willingness to recommend, cross-buying intention, and repurchase intention.

2.6 SOCIAL AGENTS

Fandom, fan motivations, identification, and loyalty are popular subjects in sports marketing literature and many scholars have studied the relationships between these subjects. However, in sports marketing social agents that take place in the model of this study are not as popular as the subjects above. However, social agents play a vital role for sport fans. For instance, Wakefield (1995) stated that social agents should have a direct effect on sports spectator identification.

One of the main studies about socialization is the research of McPherson (1976) which was designed to clarify the process of socialization of urban-dwelling adolescents into the role of sport consumer. McPherson (1976) analyzed the effect of family, peers, school, and community on sport consumption of high school students and found out that for males peers played the most important role on socialization, while family was the most influential socialization agent. According to James (2001), McPherson stated that socialization into sport is very similar to the socialization in general.

Wann (1997) stated that replicating McPherson's study with current data would be useful since with the time, the gender differences in sport fan socialization could alter. James (2001) stated that fathers were the most powerful socializing agent who introduces children to sports teams and that the gender stereotype correlates sports with males was widespread among children in both age groups. In the study of Kenyon and McPherson (1973), it is stated that socializing agents have different effect on people throughout their lives: before high school, family members have greater role on participation of individuals in sports, while in high school, peers and coaches play the most significant role, and in college, peers take over this role. In the sports marketing literature, family and peers are found to be the most influential social agents (Weiller and Higgs, 1997; Wann, Tucker, and Schrader, 1996; Wakefield, 1995; McPherson,

1976). In addition to these studies, Melnick and Wann (2004; 2010) made research on Norwegian college students and Australian university students respectively and found out that father is the most influential social agent for both males and females. According to Theodorakis and Wann (2008), friends/peers are the most influential social agents for Greek university students. It is the same for females, but for males, parents are the most influential social agents. Theodorakis and Wann (2008) based their study on the studies of McPherson (1975, 1976), Wann (2001, pp.23-30), and Melnick and Wann (2004) and identified the four socialization agents (parents, friends, school, and community) as having the greatest potential. However, school and community had no influence on the Greek fans as social agent, although these agents' scores were 9.2 percent and 21.7 percent in Norway (Melnick and Wann, 2004) and 7 percent and 1 percent in Australia (Melnick and Wann, 2010) respectively. The other social agents were found via an open-ended question which asks the most influential person or entity in her/his decision to be a fan (Theodorakis and Wann, 2008). Hsieh, Wang and Yoder (2011) found out that family's social influence on baseball consumption was a vital factor in the US but not for Taiwan.

2.7 NATIONALISM

Like social agents, nationalism is not very popular in sports marketing literature. Studies are being done with many people from different nationalities; however nationalism is seldom analyzed as a factor affecting fan motivation or identification.

Smith (1991) defines nation as a named human population sharing a historic land, common folklore and historical reminiscences, a mass, public culture, a common economy and common legal rights and duties for all members. Hroch (1996) explains nation as a social group integrated via some objective relationships such as economic, linguistic, cultural, historical, and religious and the subjective reflections of these relationships in collective consciousness.

There are many different descriptions of nationalism in the literature. Young (1975, p.58) defines nationalism as the declaration of a self-conscious group of the intent to establish an independent political community, whether or not the group coincides with a

recognized state. Gellner and Breuilly (2006, p.1) explain nationalism as a political principle which claims that the political and the national unit should be harmonious. Nationalism is the strong attachment to one's nation (Sauers, 2010). It is the belief that nation is the only goal to achieve which requires absolute loyalty (Grosby, 2005).

One of the main studies in sports marketing related with nationalism is done by Funk, Mahony, and Ridinger (2002) which examined the notion of national pride as a spectator motivation in women's football. Bairner (2001) analyzes the relationship between sport, globalization and nationalism in Ireland, Canada, USA, Scotland, Sweden, and England. In the introduction part of his book, Bairner (2001) defines sport and nationalism as the most exciting issues which require intense devotion and states that although globalization had some effects on both, the relationship between sport and nationalism remains as strong as it was before. Sports have role in the development of national self-awareness and self-understanding and success in sports is a source of national pride (Lee, 2009). Not just sporting success, but hosting a sporting event like Olympics strengthens national identity and pride since the basic motivation of volunteers in taking responsibilities in the organization is serving their country (Karkatsoulis, Michalopoulos, and Moustakatou, 2005). Because of such close relationships between sport and nationalism, it is regularly being politicized to popularize forms of aggressive nationalism in Europe (Gibbons and Lusted, 2007) and utilized as a cultural marker of nationalism in Australia and New Zealand (Smith, 2004). On the other side, Holmes (1992) states that sport is different from other symbolism of nationalism such as flags or anthems, since it can decline and flow away while flags or anthems remain the same.

Markovits and Hellerman (2001, p.49) analyze football and nationalism:

Two essential and complementary sides of soccer remain enigmatic to American sports fans: its deeply anchored nationalism, and the equally thorough international presence of the game upon which such nationalism is based. While soccer fosters highly national sentiments and identities, it also offers an international language of communication and an international cultural code that is truly binding and bonding.

Besides, newly emerging nations are using football as a tool to seek recognition in the world and it is seen as a rallying point for national pride. For instance, Palestine and Bosnia-Herzegovina got provisional membership in Federation Internationale de Football Association (FIFA) before they were officially recognized by the United

Nations (Sack and Suster, 2000). Nations use football not only seeking recognition in the world but also to strengthen the nationalism within the country. For instance, Holmes (1992) analyzes the successful performance of Irish football team and how it changed the nation from an isolated view to an outward looking view. Danforth (2001) examines the football in Australia and states that it is a source of national, transnational, and ethnic narratives. In other words, it is more than a sport which has sociological roots.

In the 21st century, with the immigrants who live in European countries, nationalism is always a discussion area, especially in football. Many immigrant players are playing for the national team of European countries. This is seen as ‘integration’ by some people, however on the other side people criticize this and some players play for the national team of home country, although they have lived all their lives in the European country. Turkish originated football players Nuri Şahin and Mesut Özil from Real Madrid are the best examples for this situation: Özil preferred to play for the national team of Germany and Şahin played for Turkey. Both of these players were born in Germany as the children of Turkish immigrant families and lived their lives in Germany. Özil was criticized by Turks; Şahin was criticized by the Germans (Maden, 2011).

One of the main scales for measuring nationalism is called Patriotism/Nationalism Questionnaire and was developed by Kosterman and Feshbach (1989). It has six subscales (patriotism, nationalism, internationalism, civil liberties, world government, and smugness). In the study, the scholars asked 120 items to the respondents. Nearly half of the items were developed by the authors and the other half were taken from the scales in the literature. The result of the study suggested six factors to be retained for rotation. Civil liberties, world government, and smugness explain only 8 percent of the variance in responses to the scale. Nationalism was the second factor with eight questions (Kosterman and Feshbach, 1989).

Another scale which is more related with sports is developed by Bogdanov (2005). In this study, twelve people from different nations joined an informal focus group and developed 34 items for the questions related with what national team means to them and how they feel when their national team wins. 18 items were deleted because of the

similar statements. The study resulted with three factors (connection, national belonging, and national pride) with seven items (Bogdanov, 2005).

2.8 ETHNIC IDENTITY AND ACCULTURATION

When analyzing nationalism, especially for the immigrants, two subjects should be added into the analysis: ethnic identity and acculturation. Ethnic identity which is dynamic and changes depending on context and time is defined as the ethnic component of social identity (Phinney, 1990) or as a person's self-identification with an ethnicity or ethnic group (Bernal and Knight, 1993). Harrole and Trail (2007) state that ethnic identity is not just the development of an identity based on ethnicity; it is also a cognitive dedication to one's ethnicity. However, there is no a general definition since researchers shared a broad general understanding of the subject, since they conceptualized ethnic identity differently (Phinney 1990).

There are two distinct approaches to ethnic identity. The first one, the social identity approach, focused mainly on adults and it was based on the sense of belonging to a group and the attitudes and feelings that come with a sense of a group membership. The second is based on the identity development of Erikson (1968). This theory defends the idea that during adolescence through a process of exploration and commitment, identity formation takes place and it results with a commitment or decision in important identity domains (Roberts, 1999).

The most generally accepted dimensions of ethnic identity are language, friendship networks, religious affiliation, participation in clubs and organizations, endogamy, food preferences, and traditional celebrations (Laroche, Kim, and Tomiuk, 1998). Phinney (2001) state that ethnic identity is generally perceived as including various aspects, such as self-identification, feelings of belongingness and dedication to a group, shared values, and attitudes toward one's own ethnic group. Its formation can be thought as similar to ego identity formation which takes place in the long run via exploring and making decisions about the role of ethnicity in people's own lives (Phinney, 1990).

Armstrong (2002a) analyzed the effect of ethnic identification on Black consumers' attendance at Historically Black College/University (HBCU) sports and found a positive relationship between ethnic identity and attendance frequency. Pons *et al.* (2001) also found that ethnic identity positively affects the consumption and orientation of sport consumers. Besides, Bilyeu and Wann (2002) analyzed the differences between the motivations of African Americans and European Americans and added three new motives for the African Americans to the Sport Fan Motivation Scale (SFMS). So, ethnic identity has effects on the behavior of sport consumers or fans and takes the attention of sport marketing scholars.

'Ethnic identity' is sometimes used interchangeably with acculturation, but the two terms are different from each other. 'Acculturation' is focusing on changes in cultural attitudes, values, and behaviors due to contact between two different cultures while 'ethnic identity' is an aspect of acculturation which concentrate on the subjective sense of belonging to a group or culture (Phinney, 1990). Ethnic identity, as an aspect of acculturation, can be seen in terms of the theoretical framework that is used to understand acculturation (Phinney, 2001).

The discussion about Turkish originated football players Özil and Şahin which was mentioned above is related with both ethnic identity and acculturation which can be explained as the phenomena which takes place between groups of individuals having different cultures live together and subsequent changes occur in the original cultural patterns of either or both groups (Redfield, Lintonand, and Herskovits, 1936). Social Science Research Council defined acculturation as the change in culture started by the combination of two or more autonomous cultural systems (Barnett *et al.* 1954). It may be the result of direct cultural transmission or non-cultural reasons, such as ecological or demographic modifications induced by an intruding culture may cause acculturation. Besides, it may be a reactive revision of traditional modes of life or it may be delayed, as with internal modifications subsequent to the approval of alien traits or patterns (Barnett *et al.* 1954). Acculturation is a process which involves more than one group and it affects all groups but has more impact on the non-dominant group and its members (Berry, 2001). Zea *et al.* (2003) state that in acculturation process, immigrants constantly change due to the social interaction with different cultures and at the same time they retain the aspects of their culture of origin.

With the globalization and the migration of people to other countries, acculturation became an important subject. Today, in most of the developed countries and developing countries immigrants live and acculturation process takes place within these immigrant groups via the interaction with the environment. Actually, acculturation does not occur in an isolated environment but rather within the social demands and constraints of the new circumstance. Immigrants and their children may resist retaining their cultural identity, values, and language while trying to learn a new language, function ably in a new culture, and build up a new and integrated sense of who they are (Zea *et al.* 2003).

Berry (1997) states that acculturation concept is widely used in the cross-cultural studies in the literature and had been the subject of criticism since its meaning has eroded and used interchangeably with 'assimilation'. However, assimilation is one of acculturation strategies (others are integration, separation, and marginalization) which maintains the relationships of the smaller society with the larger society but does not let the smaller group maintain its identity and characteristics (Berry, 1997).

Ethnic identity is measured via different scales. One of them is Group Identification Scale developed by Brown (1986) which is based on the study of Driedger (1976) in which the author defined and explained various expressions of ethnicity in seven different ethnic groups. Driedger (1976) used a 14-item scale with seven affirmation and seven denial factors by real and ideal ethnic self-identity. Brown (1986) generated a 10-item scale based on the 14 items of Driedger (1976). The scale has three factors: awareness with two items, evaluation with four items, and affect with four items.

The Multigroup Ethnic Identity Measure (MEIM) is another scale for measuring ethnic identity. It was developed by Phinney (1992) to measure the process of ethnic identity development in adolescents and young adults. The scale comprises three factors with 14 items: ethnic identity search (a developmental and cognitive component) with five items, affirmation, belonging, and commitment (an affective component) with seven items, and ethnic behaviors with two items. MEIM was revised by Roberts *et al.* (1999) and ethnic behaviors and its two items were removed from the scale and a few minor modifications were made. So, the MEIM became a scale with two factors and twelve items.

Another ethnic identity scale is the Ethnic Identity Scale (EIS) which was developed by Umana-Taylor, Yazedjian and Bamaca-Gomez (2004). The scale consists of three factors (affirmation, exploration, and resolution) with 17 items and it was examined in two studies (with university and high school students). The three factors, respectively, assessed the degree to which individuals had the 'affect' that is ascribed to their ethnicity, explored their ethnicity, and they had resolved issues regarding their ethnicity (Umana-Taylor, Yazedjian, and Bamaca-Gomez, 2004).

There are many scales for measuring acculturation in the literature. Varas (2008) made a literature review and brought acculturation scales together in a study. There are fifty-nine scales in this study developed by different scholars. These scales are developed for ethnic groups such as Latinos, Hispanics, Afro-Americans, Asians, and Europeans in US, Canada, and Australia. The scales are trying to measure acculturation of the immigrants with questions related with language, culture, lifestyle, family orientation, food preference, gender roles, religious beliefs etc Varas (2008). One of the significant scales in this study is the Abbreviated Multidimensional Acculturation Scale developed by Zea *et al.* (2003). The authors made the research with Latino/Latina college students in the US and found out three dimensions: cultural identity, language competence, and cultural competence.

Besides the scales in the study of Varas (2008), Mooren (2001) developed Lowlands Acculturation Scale (LAS) for the immigrants in the Netherlands with a sample population of Turkish, Moroccan, Surinamese, and Bosnia-Herzegovina origin. Its main focus is the first and second generation adults.

2.9 TURKISH IMMIGRANTS

There are many Turkish people living in different countries in Europe, Asia, North America, and Australia. According to the Ministry of Foreign Affairs, there are 5 million Turkish Republic citizens living outside Turkey which is greater than the population of many countries. 4 million of them are living in EU countries (MFA, 2011). 3 million Turkish immigrants live in Germany (Sen, 2011). This is the highest Turkish immigrant population in a single country (MFA, 2011).

2.9.1 Turkish Immigrants in Germany

Germany's relations with immigrants started in the beginning of 20th century and there was immigration from Eastern European countries to Germany. There were 1.2 million migrant workers living in Germany in 1914 and 350.000 of them were Polish. However, these people assimilated quickly into society and were not accepted as a minority a few decades later (Zick, 2001). The story of Turkish immigrants in Germany started in the early 1960s. Germany was in an urgent need of workers because of the sharp decrease in the population and shrinking number of immigrants and refugees from Eastern Europe after the Berlin Wall (Hochmut 2011). As Kaya and Kentel (2005) mentioned, Germany had agreements with different countries:

Between 1955 and 1968, the Federal Republic of Germany (FRG) concluded intergovernmental contracts with eight Mediterranean countries: first Italy (1955), then Spain and Greece (1960), Turkey (1961 and 1964), Morocco (1963), Portugal (1964), Tunisia (1965) and Yugoslavia (1968). The German federal labor office (Bundesanstalt für Arbeit or BFA) set up recruitment offices in the countries concerned. Employers seeking workers had to apply to the BFA and pay a fee. The BFA then selected suitable workers, tested their work skills, gave them medical check-ups and screened police and political records.

The Turkish workers and Germans were expecting that the Turkish immigrants would stay no more than two years, since it is written in the contract between two countries. However, since Germany did not want to lose the skilled workforce and the money that Turkish workers earned during the two years was not enough for them to start a business in Turkey, many Turkish workers stayed in Germany (Hochmut, 2011).

After the army coup in 1960, the military government in Turkey aimed to send the workforce surplus to European countries temporarily to get them trained and to earn foreign exchange via these workers. This was the government's development strategy. In 1964, a social security agreement was signed by Germany and Turkey to include the Turkish workers in Germany into the social security system (Koçtürk, 2008). In 1973, the population of Turkish immigrants in Germany exceeded 0.6 million (Kaya and Kentel, 2005). Germany stopped hiring immigrant workers in 1973 because of the economic crisis in the world; however the number of Turkish immigrants continued to increase via marriages and reunification of the families (Koçtürk, 2008). The Economist (2008) states that the miracle ended for Turkish workers:

Turkish workers streamed out of the Anatolian countryside to take up West Germany's offer to join its 'economic miracle'... When the miracle ended, Germany tried to get

rid of them. It shut the door to new guest-workers in 1973, which had the unintended effect of encouraging migrants to import their families.

In 1980, Germany began to apply visa for Turks and in 1983, Germany paid incentive to the Turkish immigrants who would go back to Turkey and succeeded to persuade 211,000 Turkish immigrants to migrate back to Turkey (Koçtürk, 2008). During the early 1980s the German government was presenting money to convince Turks to return; it was not widely accepted but only by the few who were planning to go back anyway (The Economist 2008). The population exceeded 1.6 million in 1989 and reached 2 million in 1995 (Kaya and Kentel, 2005). The increase in the population in the 1990s is because of the marriages of the children of the first generation. They have imported their spouses from Turkey and it caused a new immigration process (Timmerman, 2006). Today 3 million Turks live in Germany, and half of them are citizens of Germany (MFA, 2011).

The 50-year-story of Turkish immigrants in Germany is not a fairy tale. They have been facing and causing significant problems. Hochmut (2011) states that since the contract between Germany and Turkey was for a temporary workforce, no plans were done for the integration of these people and these foreign workers did not see a necessity to approach the Germans. Zick (2001) underline the fact that, with respect to official German policy, Germany is never accepted as an immigration country and the *Gastarbeiter* are still seen as guests and expected to go back to their home countries. This problem is not unique to Germany but all European countries face the immigrant problem, since, European countries were sending their citizens as immigrants until World War 2. However, the status quo changed after the war, the colonialism ended and European countries started to have immigrants on their lands. So the immigration process in European countries were different from the process in the USA or Canada which continuously accepted immigrants to their countries and let all identities live as they are on their lands. European countries try to fix the problems related with immigration processes with the new laws. The new laws differ from country to country and their results will be seen in the future (Kaya, 2008).

The lack of future plans in immigration and late solutions made the process very difficult for both Germans and Turks. There are substantial tensions between social groups because of the social and political ideologies against immigration on one side,

and changing demographics of Germany on the other side (Zick, 2001). The problematic social infrastructure caused a general unawareness of ‘the other’ and Germans rejected the strange and unfamiliar while Turks concentrated on religion and tradition and caused a vicious cycle: Turks believe that Germans do not accept them and therefore they do not want to be accepted, while Germans think that Turks do not want to get integrated (Hochmut, 2011). Actually, the literature shows that most immigrants prefer integration, which means that they retain their original culture while they adapt to the new culture (Phinney, 2001). On the other side, evaluating the integration of Turks to Europe as a failure is criticized since there is no community that integrated to the new country during the first generation, indeed then integration process is accepted to start with the second generation. In addition to this, there is no problem in the integration of Turks to the USA, so the immigration policies of the European countries should be criticized (Kaya, 2008). The problematic situation goes on and Turkish minority in Germany faces discrimination in legal issues and in other parts of society. Other minorities are granted certain rights that are withheld from Turkish immigrants such as dual citizenship. Also the Turks in Germany are exposed to racism (Gel, 2010).

Although there occurred some problems during the 50 year of immigration of Turks to Germany, immigration and integration was one of the most popular agenda in Germany during the first decade of 21st century. A critical development is that Germany accepted that it is an immigration country and has a community with immigrants. (Danışman, 2011).

2.9.2 Turkish Immigrants’ Interest in Football

Although Turkish football is not very successful in the international arena, it is followed by Turkish people living outside Turkey. Most of these immigrants support the ‘big three’ (Hürriyet, 2007). There are football fan communities and associations in these countries. For instance, when Turkish teams play against any European team in Europe, there are thousands of fans in the stadium who support the Turkish team. Besides, the Super Cup of Turkey finals were played in Germany in different cities (Frankfurt, Cologne, and Duisburg) between 2006 and 2008 (TFF, 2012). The stadiums were full of Turkish fans supporting their team.

The Turkish immigrants do not just watch but they also play football. It is a popular sport between Turks and there are Turkish football clubs in Germany such as Berlin Turkiyemspor, Munich Türkgücü, and Berlin Ankaraspor. There are also many successful Turkish football players in Europe, especially in Germany. Some of them are Mesut Özil, Nuri Şahin, and Hamit Altıntop from Real Madrid, Gökhan Töre from Hamburg SV, İlkay Gündoğan from Borussia Dortmund, Tunay Torun from Hertha Berlin, Serdar Taşçı from VfB Stuttgart (Maden, 2011). Some of these football players preferred to play for Turkish national team while the others chose Germany. These preferences are criticized by football fans in Germany. They claim that since these Turkish football players grew up in Germany and used the German resources, they should choose national team of Germany. On the other side, nationalism plays a significant role in the decision of some of these players (Lichtenberg 2008).

2.10 FOOTBALL IN TURKEY

Football is the most popular sport in Turkey. According to a research done by Remark Plus, 59 percent of the population is interested in football, 11 percent basketball and 8 percent volleyball (Salman, 2008). Turkey met football during the Ottoman Empire in the last years of 19th century. It was seen as the game of the non-Muslims and the first clubs were formed by English and Greek minorities. In the first decade of the 20th century, Turkish people formed their clubs and Galatasaray SK (GS) became the first club which was formed by the Galatasaray High School (named as Mekteb-i Sultani at the time) students. It was followed by Fenerbahçe SK (FB) and Beşiktaş JK (BJK) in 1907 and 1910 respectively. BJK was established as a gymnastics club in 1903, but the opening of football branch was in 1910. All the three clubs' names are coming from the districts: GS and BJK are in the European side and FB is on the Asian side of Istanbul. These clubs have branches in other sports such as basketball, volleyball, handball, swimming, rowing, athletics etc. In 1923, Turkish Football Federation was established and became the member of FIFA and the Turkish National Team played their first international match. In 1959, the national football league was established (TFF, 2011).

GS, FB, and BJK which are called as the ‘big three’ are taking place in Super League (formerly named 1stLeague) from its establishment. Since 1959, in 46 out of 53 seasons, one of these three teams became the champions. Just Trabzonspor and Bursaspor became the champions in Turkish Super League except the big three. So, there is hegemony of Istanbul teams on the Super League (TFF, 2011).

Turkey is not very successful in football in the international organizations. The National Team ranked 3rd in World Cup 2002 (FIFA, 2002) and Confederations Cup 2002 (FIFA, 2003). Also they were eliminated in the semi-finals in the European Championship in 2008 (UEFA, 2008). When we look at the club teams, we see that GS is the most successful team in the international arena. It became the champions of UEFA Cup and UEFA Super Cup in 2000, which are the only championships of Turkish football teams internationally (Galatasaray SK, 2011). However, in recent years, many popular football players and coaches are transferred by the Turkish teams, and via these transfers, Turkey attracts the attention of the football community in Europe and the world.

3. METHODOLOGY

After the previous studies related with this study are discussed, the model and the hypotheses will be discussed under conceptual framework part.

3.1 CONCEPTUAL FRAMEWORK

The configuration and the aim of the study, the model, and the developed hypotheses will be presented in the conceptual framework part.

In the related parts of the study, the concepts – fandom, identification, motivation, social agents, loyalty, nationalism, acculturation, and ethnic identity – those will be used in this study are discussed. In this section, some of the alternative scales in the literature for measuring these concepts and how these concepts are associated will be elaborated.

3.1.1 Aim of the Study

Sport marketing has gained a wide place in the literature in during 1990s and now there are many scholars working on this discipline. However, Turkish literature on sport marketing started a decade later. The number of academic studies done in Turkey is very limited and very few of them are published in the international journals. There are some local journals of the ‘physical education and sports’ branches of Turkish universities such as Ankara, Selçuk, Atatürk, Niğde, Celal Bayar, Mustafa Kemal, and Hacettepe. In Turkey, most of the studies related with sport marketing are published in these journals. The studies in these journals are not just sports marketing oriented. Most of the articles are related with technical issues in sports. Also, there are very few master and dissertation thesis related with sport marketing in the archive of YÖK-The Council of Higher Education. The first doctoral dissertation is done by Seraslan (1990) which analyzed the marketing techniques that could be used to make sport activities available

to the public. Later, Argan (2001) analyzed the sponsorship in Turkish football. Kırdar (2006) analyzed the effect of marketing communication on corporate image in football clubs. Another dissertation was about the attitudes of fans in purchasing licensed club products (Aytaç, 2009). One of the main studies with sports marketing is the study of Salman (2008). She analyzed the relationship between service quality of the three big football clubs in Turkey and fan satisfaction and typology. Her study is based on the fans of the three clubs in Istanbul, and according to this study, service quality, fan satisfaction, and fan typology are the concepts that do not exist in the agenda of these clubs. This means that there is a long way to go for Turkish clubs to reach the level of European football clubs.

The main aim of this study is to analyze the differences and similarities between Turkish fans living in Turkey and immigrant Turkish fans living abroad. The effect of social agents on fandom and identification, the effect of nationalism on fan motivation and identification, the relationship between fandom, identification, and fan motivation, and their effects on loyalty will be discussed in this study. For the immigrant fans, the relationship between nationalism, ethnic identity, and acculturation will also be scrutinized.

This study will also contribute to the Turkish sport marketing literature. Fans play a vital role in sports and sports marketing. Understanding their motivations, the factors that affect their loyalty, identification, fandom will help all the parties related with sports, especially clubs, build better strategies and perform well in terms of marketing. In fact, as Salman (2008) stated, the three big clubs of Turkish football do not have a clear marketing strategy related with their fans and fan related issues.

This study is limited to the immigrant Turks in Germany since there exists a population around 3 million which is the highest immigrant Turkish population in EU and in the world (Sen, 2011). Since the population is very high and there is a considerable interest in Turkish teams, these fans should be analyzed carefully and their difference from the fans in Turkey should be revealed. As we expect, their culture, lifestyle, expectations, needs, points of view, and psychology are different from people in Turkey. So, if the clubs' treatments to these fans do not differ from their treatments to the fans in Turkey, then some critical points are being missed in terms of marketing. This means that these

clubs are losing the opportunity to increase their income in the industrialized football age and expand to markets that actually exist but never been taken advantage of.

As the number of academic studies increases, these clubs are expected to pay more attention to marketing related issues and may change their organizational designs and have more professional approach in marketing. So, they may have ability to focus on the fans living abroad and make more and sustainable profits.

3.1.2 Variables

The variables in the model are discussed in the literature review chapter of the study. Table 3.1 provides a review of the variables used in the model, the scales to measure these variables, and the scholars who has developed these scales.

Table 3.1: Variables in the model

Concept	Measurement Scale	Scholar	Year
Fandom	Sport Fandom Questionnaire	Wann	2002
Identification	Team*ID Scale	Heere and James	2007
Fan Motivation	Sport Fan Motivation Scale	Wann	1995
Attitudinal Loyalty	Psychological Commitment to Team Scale	Mahony, Madrigal, and Howard	2000
Behavioral Loyalty	Behavioral Loyalty Scale	Salman	2005
Conative Loyalty	Intentions for Sport Consumption Behavior Scale	Trail, Fink, and Anderson	2003
Social Agents	Sport Fan Socialization Scale	Theodorakis and Wann	2008
Nationalism	Nationalism as a Sport Fan Motive Scale	Bogdanov	2005
Ethnic Identity	Ethnic Identity Scale	Brown <i>et al.</i>	1986
Acculturation	Abbreviated Multidimensional Acculturation Scale	Zea <i>et al.</i>	2003

For fandom, Wann's (2002) SFQ is used, since it is widely used in the literature and the scale of Reysen and Branscombe (2010) is developed not for just sports fans but for all types of fans. Also, Melnick and Wann (2010) state that the SFQ is a reliable and valid

uni-dimensional scale that determines the degree of identification with the role of sport fan. In addition, it has been tested in different cultures and languages successfully (e.g. Theodorakis and Wann, 2008; Melnick and Wann, 2004).

Identification is measured by different scales developed by different scholars. However, Heere and James (2007) developed a multi-dimensional scale. The Team*ID scale focuses on the multi-dimensionality of team identity and it is the only one in the sport marketing literature (Scremin, 2008). The previous scales were uni-dimensional (Wann and Branscombe, 1993) or bi-dimensional (Dimmock, Groove, and Eklund, 2005). SSIS tried to measure identification with just one factor-attachment. It does not have reliability and validity problems since it is widely used in different contexts in the literature (Bogdanov, 2011). However, Dimmock, Groove and Eklund (2005) state that although SSIS has a good reliability and internal consistency level, some items in SSIS measure team identification indirectly by deducing it from other responses. On the other side, Heere and James (2007) criticize the bi-dimensional scale of Dimmock, Groove, and Eklund (2005) and state that it does not include an examination of the validity of the constructs, and they have concerns about discriminant validity because of the combination of the affective and cognitive dimensions.

Team*ID scale is used in the current study because of its multidimensionality. Also, validity and reliability of the model was very good except the discriminant validity of interdependence, interconnection to self, and cognitive awareness items. Heere and James (2007) state that Team*ID scale should be considered as the initial step to develop a multidimensional team identification scale, and the scale needs further testing and refinement before it can be accepted as a valid and reliable measure of team identification. However, there are some studies in the literature (Scremin, 2008; Heere *et al.*, 2011; Bogdanov, 2011) that use this scale and test its validity and reliability in different contexts.

As mentioned in previous chapter, there are some scales for measuring fan motivation. SFMS which is a widely used scale in the literature and developed by Wann (1995) is used in the current study. The Although Trail and James (2001) state that SFMS has problems in content and discriminant validity, many scholars tested the validity and reliability of SFMS in different contexts (Wann, 2008; Cohen and Avrahami, 2005;

Armstrong, 2002a; Wann, Schrader, and Wilson, 1999; Wann and Ensor, 1999; Wann 1998).

Loyalty is analyzed under three headlines – attitudinal, behavioral, and conative. For attitudinal loyalty, Psychological Commitment to Team (PCT) scale is used. PCT is developed by Mahony, Madrigal, and Howard (2000) based on the study of Pritchard, Havitz and Howard (1999). The authors used Churchill's (1979) marketing scale development method to validate the PCT scale and assess its reliability with four data samples ($N_1 = 100$ $\alpha = 0.88$, $N_2 = 151$ $\alpha = 0.88$, $N_3 = 157$ $\alpha = 0.88$ and $N_4 = 76$ $\alpha = 0.94$).

The behavioral loyalty scale of Salman (2005) is used in this study, since it has been tested with Turkish football fans ($N=594$) and the reliability rate of the scale is high. ($\alpha = 0.84$)

For the conative loyalty, Intentions for Sport Consumption Behavior Scale (ISCBS) which was developed by Trail, Fink and Anderson (2003) is used. The authors collected data from two intercollegiate basketball games at an NCAA Division I-A university ($N=364$) and found that the scale has good internal consistency ($\alpha = 0.84$) and good construct reliability ($AVE = 0.58$). Also Harrold *et al.* (2010) used ISCBS in their study about Latino and Non-Latino Baseball fans in U.S. and found similar reliability and consistency values. ($N = 313$, $\alpha = 0.86$, $AVE = 0.59$)

Social agents scale used in the current study is based on the research done by Theodorakis and Wann (2008) with the Greek university students. Since, Greek culture has many common concepts with Turkish culture, the results of the study in Greece was applied to the current study. In that study, the respondents stated that most influential socialization agents were 'father(45.2 percent), friends/peers (25.6 percent), brother (5.6 percent), no one (5.6 percent), uncle (5.2 percent), myself (4.3 percent), grandfather (3.0 percent), cousin (2.0 percent), coach (1.6 percent), team's history (1.3 percent), media (0.7 percent), community (0.0 percent), and school (0.0 percent)'. However, since the scores of 'coach, team history, media, community, and school' were very low (between 0 and 1.6%), these agents were excluded from the questionnaire of this study. All other agents were asked to the participants as "my ... had affected me about being the fan of my team" with a five-point Likert scale.

In the current study, nationalism is measured with the scale developed by Bogdanov (2005). This scale is used since it is measuring nationalism as a fan motivation and the study is done with football fans (N = 481). Also, the scale has a good reliability value. ($\alpha = 0.929$)

Ethnic Identification Scale (Brown, 1986) is used to measure the ethnic identity factor in the study. Item analysis of the scale gave a Cronbach's alpha of 0.71, indicating a reasonable measure of inter-item correlation. The scale was used in the study of Korf and Malan (2001) with White Afrikaans-speaking South Africans (Afrikaners) in post-apartheid South Africa and in the study of Baba (2003) with Black graduate and undergraduate students in US, and yielded 0.86 and 0.91 alpha coefficients respectively.

Finally, acculturation is measured by Abbreviated Multidimensional Acculturation Scale (AMAS) which was developed by Zea *et al.* (2003). The authors conducted two studies. In the first study which was done with Latino/Latina college students (N = 156) the subscales yielded Cronbach's alpha coefficients ranged from 0.90 to 0.97, indicating strong internal consistencies of the AMAS. In the second study which was done with Latino/Latina community members (N = 90), the Cronbach's alpha scores varied between 0.83 and 0.97. Reliability coefficients for the first and second study were 0.90 and 0.74, respectively.

The AMAS was used in the U.S. and the items are based on being U.S. American. When these items are translated to Turkish, the statements became like 'I am proud of being German'. However, Turkish fans in Germany mentioned that they have no problem with integration to German society, but they do not want to be assimilated in the in-depth interviews. So, they want to keep their Turkish identity and being German sounds negative to them. Because of this information, the direct translation would cause a bias in the research. This bias possibility is asked to three marketing experts (Prof. Yonca Aslanbay from Bilgi University, Prof. Selime Sezgin from Bahçeşehir University and Asst. Prof Elif Karaosmanoğlu from Istanbul Technical University). All of the three professors advised to use German citizen concept instead of German to remove the bias possibility in the questionnaire. Because of this expert opinion, instead of German, German citizen is used as the translation of U. S. American. However, to make the

questionnaire more reasonable, a question which was asking whether the participant is a citizen of Germany was added.

Since the scales that are planned to be used in the study are in English except behavioral loyalty scales and the fans are Turkish, translation and back-translation process is applied. Malhotra, Agarwal, and Peterson (1996) state that this process is significant since cultural differences may result problems which may affect the results.

The original scales in English are translated separately to Turkish by the researcher and a marketing professional who has a master degree from an English university. After that, these translations are back translated to English and the inconsistencies are adjusted by a marketing PhD candidate who has lived in U.S. for more than five years. Finally, the translation is checked by the thesis supervisor.

3.1.3 Research Questions

In this study, the main concepts that are being analyzed are fandom, identification, motivation, and loyalty, and they are compared for the football fans living in home country and abroad. While analyzing these concepts and the relations between them, it will be beneficial to analyze social agents and nationalism and their effects to understand the concepts better. In addition to this, for the fans living abroad, we need to analyze acculturation and ethnic identity and their effect on nationalism to understand the whole picture in detail.

- i. What are the relationships between fandom, fan motivation, and identification?
 - a. How does fandom affect identification?
 - b. How does fan motivation affect fandom?
 - c. How does fan motivation affect identification?
- ii. Do fandom, fan motivation, and identification have effect on loyalty?
 - a. How does fandom affect loyalty?
 - b. How does fan motivation affect loyalty?
 - c. How does identification affect loyalty?

- iii. Do social agents have effect on fandom, fan motivation, and identification?
 - a. How do social agents affect identification?
 - b. How do social agents affect fandom?
 - c. How do social agents affect motivation?
- iv. Does nationalism have effect on fan motivation, and identification?
 - a. How does nationalism affect identification?
 - b. How does nationalism affect motivation?
- v. Do ethnic identity and acculturation have effect on nationalism?
 - a. How does ethnic identity affect nationalism?
 - b. How does acculturation affect nationalism?

The last two questions will be analyzed for the fans living abroad, since the fans living in home country do not have acculturation or ethnic identity concerns.

3.1.4 The Model and the Hypotheses

In the current study which analyzes the relationships between fandom, identification, motivation, and loyalty, there are two models proposed.

Figure 3.1 illustrates the model for the fans living in home country. Loyalty is analyzed as attitudinal, behavioral, and conative and the effect of fandom, fan motivation, and identification to loyalty is analyzed. In addition to this, it is foreseen that social agents have effects on fandom, fan motivation, and identification. Finally, nationalism is assumed to have effect on fan motivation, and identification.

Figure 3.1: Research model for the fans living in home country

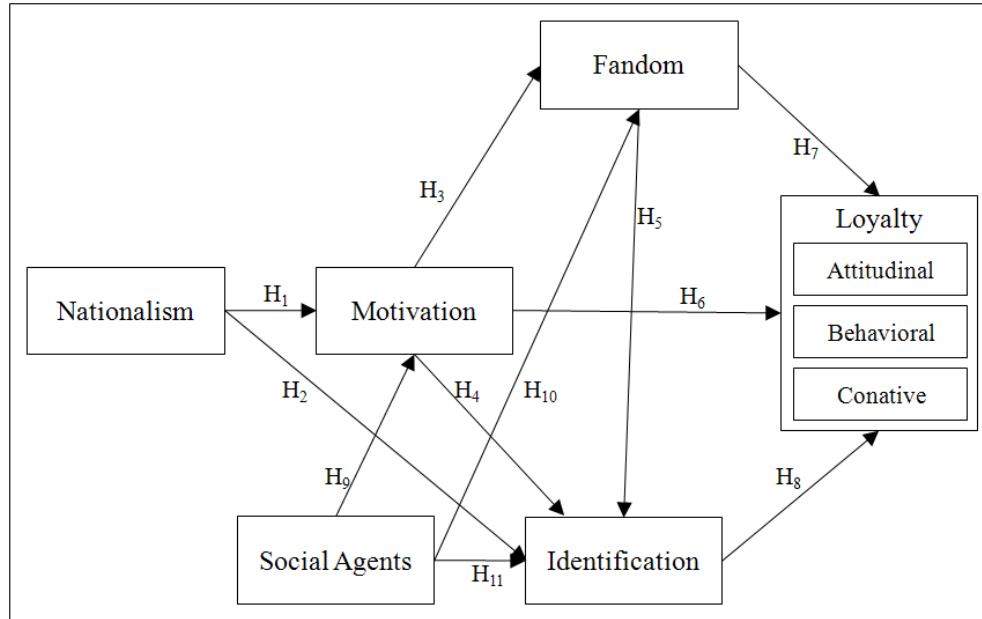
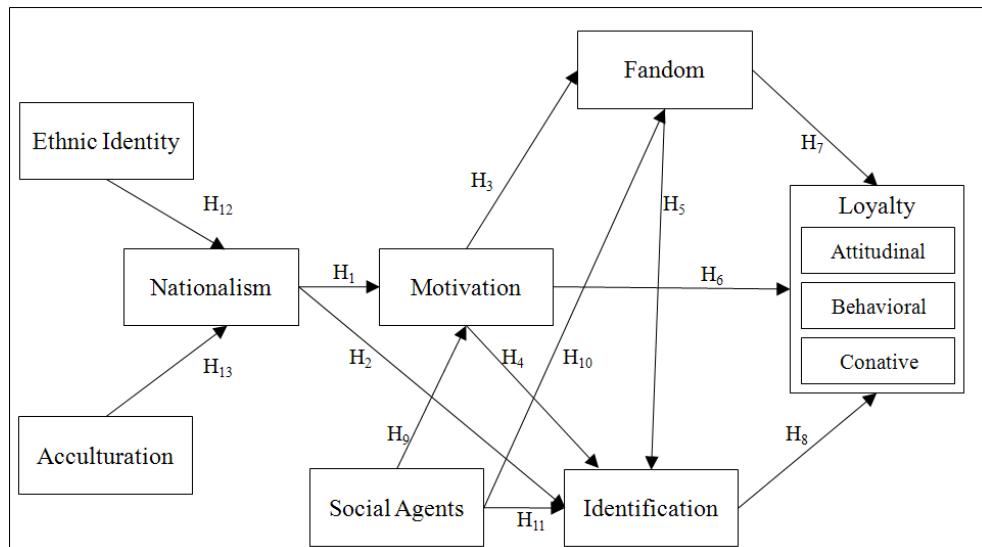


Figure 3.2 illustrates the model for the fans living abroad. The model is the same of the model for fans living in home country except acculturation and ethnic identity concepts. These concepts are assumed to have effect on nationalism concept.

Figure 3.2: Research model for the fans living abroad



Based on the literature review in the previous chapter, the research models are formed as seen on the Figure 3.1 and Figure 3.2. The hypotheses that are analyzed in the current study according to these models are as follows:

- H₁: 'Nationalism' has a positive effect on 'motivation'.
- H₂: 'Nationalism' has a positive effect on 'identification'.
- H₃: 'Motivation' has a positive effect on 'fandom'.
- H₄: 'Motivation' has a positive effect on 'identification'.
- H₅: 'Fandom' has a positive effect on 'identification'.
- H₆: 'Motivation' has a positive effect on 'loyalty'.
- H₇: 'Fandom' has a positive effect on 'loyalty'.
- H₈: 'Identification' has a positive effect on 'loyalty'.
- H₉: 'Social agents' has a positive effect on 'motivation'.
- H₁₀: 'Social agents' has a positive effect on 'fandom'.
- H₁₁: 'Social agents' has a positive effect on 'identification'.
- H₁₂: 'Ethnic Identity' has a positive effect on 'nationalism'.
- H₁₃: 'Acculturation' has a negative effect on 'nationalism'.

The last two hypotheses (H₁₂ and H₁₃) are related with the fans living in Germany and tested with them. All other hypotheses are tested with both the fans in Germany and Turkey.

3.2 QUALITATIVE RESEARCH

Qualitative research is a research method that focuses on understanding the underlying reasons and motivations. Bryman (2001) defines qualitative research as “an inductive view of the relationship between theory and research” (p.264). It is based on small samples and gives insights and understanding of the problem background. The outcome of the qualitative research is not conclusive and cannot be generalized to the population of interest (Malhotra 2004, p.137). In the current study, qualitative research is done to understand the fans in Turkey and Germany and the club management in terms of how they see fans and what they do.

3.2.1 In-depth Interviews

For understanding the background of the research questions of the current study in-depth interviews were done with marketing directors of the three football clubs and fans from Turkey and Germany. In this section these in-depth interviews will be explained in detail.

3.2.1.1 Marketing directors of the clubs

‘Fan’ constitutes the foundation for the current study and it is essential for football. Without the fans, football would not be enjoyable and there would be no economic value of football. So, in-depth interviews were done with the big three clubs for understanding the fan perception of them, their marketing strategies, and their relations with fans. The questions asked in the interviews are in Appendix A.

The marketing is mostly seen as sales and sponsorship/partnership by the clubs. They have a considerable income from the sponsorship and partnership with companies in different industries. So, the marketing strategies of the clubs are mostly based on these sponsorships. Türk Telekom (landline telecommunication operator), Turkish Airlines, Avea (GSM operator), and Ülker (the biggest food and confectionery company in Turkey) are the sponsors of all three teams. The clubs have ads of Ülker and Avea on their shirts. Besides they have MVNO (mobile virtual network operator) business with

Avea under different names. (BJK – Kartalcell, FB – Fenercell, and GS – GSMobile) The clubs have co-branding with Türk Telekom's internet service provider TTNNet under different names. (BJK – Kartalnet, FB – FenerNET, and GS – GSNET) The clubs differentiate from each other with other sponsors from different industries such as insurance, banking, automotive, freight, cleaning materials, betting, clothing, and health.

The sales channel of the clubs is based on team stores. All three clubs have stores that sell team merchandising and they also have online stores. (BJK – Kartal Yuvası, FB – Fenerium, and GS – GSStore) Kartal Yuvası has stores in ten cities in Turkey. Fenerium has stores in nearly twenty cities in Turkey, in Northern Cyprus, and in Germany. GSStore has stores in ten different cities and in Northern Cyprus. However, online stores make fans reach these team stores easily and shop online. The products are sent to fans within Turkey and in abroad. These stores play a significant role in the marketing strategies of the clubs.

The three clubs have millions of fans in Turkey. They do not have specific strategies to increase the fan base. The common way is the football training school which is a channel to reach talented children playing football. The clubs try to find young players but also these schools affect the fandom of these children. In addition to the schools, some social responsibility activities such as visiting patient children in hospitals are supporting the strategy to increase fan base. Besides these, the clubs have no other marketing strategies to reach children and make them their fans.

Although these clubs have millions of fans, most of fans do not go to the stadium to watch the games, they do not visit the stores to buy team merchandise or any other club branded products or services. However, the clubs have millions of followers in the social media from Turkey and other countries. Fans living abroad are not a part of the marketing plans of the clubs. The fan associations which are independent from the clubs in these countries make fans come together and the clubs have relations with these associations. But, the clubs do not build plans related with fans living abroad; their focus is the fan base in Turkey.

The first interview was done with Bülent Edinsel on January 19th, 2012 who is the marketing and sponsorship director of BJK. Marketing is a new concept for BJK and

mostly it depends on the success of the football club. The main marketing activity of BJK is that it is trying to build up its fan database. They have information about their fans but this information exists in the databases of the sponsors and there is no consolidated CRM database. With the new database, they plan to reach their fans and see how they behave, how much money they spend, and what can be done to increase the revenue from that fan with increasing the loyalty of these fans. The club plans to apply one-to-one marketing to the fans according to the details in the CRM database.

Mr. Edinsel stated that although there are many fans of BJK, the total population coming to the stadiums to watch the games is less than 200K. Fans living in other cities or countries are reached by social network of the club and online store.

The second interview was done with Ertuğ Silay on March 7th, 2012, who is the marketing and communications director of GS. The focus of GS is to convince fans for using GS brands such as insurance, credit card, GSM lines, and internet service etc. Their main motto in these brands' marketing is that the fans will not have any extra costs for using these brands compared to the brands they use now, but the club will earn money from the sponsors.

GS has a consolidated fan database which is based on demographics, but the club cannot see the revenue from a fan. However, GS is very powerful in the social media with nearly seven million of followers on Facebook and more than one million followers on Twitter. GSTV can be watched on the Internet. These are the channels that fans in Turkey and in other countries reach the club and share their ideas, comments, and problems.

The fans in other countries do not take place in the marketing plan of GS. However, in the middle-run, GS plans to focus on these fans. Today, the social network is the only channel that GS touches to the fans living in abroad.

The final interview was done on March 20th, 2012, with Ece Köprek who is the coordinator of the fan card in FB. FB based its marketing strategy on fan card and all marketing activities are related with this card. Ms. Köprek stated that FB has a fan database in which they can see the demographic and behavioral details of fans. The club can track if a fan buys team jersey from the store or he or she has a season ticket. The fans with card have discount advantages in different shops, and the club can also track

whether the fan used these advantages or not. Based on these data, FB gives offers to the fans. FB also uses this database for getting the ideas and comments of its fans via questionnaires. She also stated that there are more than 400K fans in the database and 300K of them actively use their cards.

FB reaches the fans living abroad via the fan associations and the fan card has the key role. However, there is not a differentiated card for these fans. Like BJK and GS, FB based its marketing plans on the fan base in Turkey.

The interviews show that marketing in the football clubs in Turkey is a new concept. The history of marketing in football clubs is less than a decade. The main focus is generating more revenue from fans, but the main factor – fan is not known very well by the clubs. Unlike the product or service marketing companies, the clubs do not spend much time, money, and effort to understand their fans. Co-branding and increasing revenues from them is a popular strategy, but the products or services in these co-branding partnerships are not chosen from a research related with the needs of fans. So, in product and services marketing terms, the clubs are doing marketing without listening to their customers – fans.

The clubs' main focus is on behavioral loyalty and increasing revenues gained from fans. Besides this, none of the club managers mentioned a word about attitudinal loyalty and conative loyalty, since these concepts do not take place in their marketing strategies. These are long term strategies and abstract concepts; however clubs are concentrating on short term strategies and gains, in other words concrete results. Because of this, trying to sell club branded products plays a vital role in marketing strategies. The in-depth interviews also showed that club or team does not matter from clubs' point of view, and they believe that fans are loyal to the club or to the football team, since fans do not see these two concepts different from each other. However, this is not supported by any research. In opposite to this, Salman (2005) analyzed behavioral loyalty as 'to the club' and 'to the team' and showed that these concepts differ statistically.

Before the interviews, the expectation about the clubs was that they have more information about their fans since hundreds of millions of Euro is being mentioned about these clubs. Differentiating fans living in abroad was a high level expectation, but

the in depth interviews helped the current study that the clubs will supply no necessary data about the fans. In such an environment, it is very optimistic to expect that the clubs have distinct marketing strategies for the fans living abroad. These fans are expected to find a place for themselves in this home-country-based marketing strategy. They are also expected to spend money for the club as a fan, but without any product or service specialized for them.

3.2.1.2 Fans in Germany

For economic and time constraints, the fans living in Germany are reached via Facebook and the interviews are done online. The questions asked in these interviews are in Appendix B.

The fan associations have Facebook groups and fans are socializing with each other on social network. In addition to social networks, fans come together in cafés, in restaurants, and in clubhouses of the associations to watch the games of the team, to socialize, and to entertain. Their main expectation is just the success of their teams and they do not have complaints related with the clubs because of having no offers, products, or services special to them. They buy licensed products of the club via online stores or buy when they visit Turkey or they order to a friend who is visiting Turkey. They believe that excluding seasonal ticket, they spend more money for their teams than the fans in Turkey. They do not see themselves very different from the fans living in Turkey, like the clubs see them as a part of the main fan base. They have strong ties with their teams. Games and TV talk shows related with football are watched, newspapers are read, and comments are made in the social network. If there is a game in Germany, they watch it in the stadium. Indeed, some of them come to Istanbul to watch the games of their teams. There is a big competition between the fans in Germany of the big three clubs. However, when any of these three teams play against European teams, some of these fans support the Turkish team and explain this behavior via national identity.

Being a Turk is the main reason to support a Turkish football team, instead of the German football teams which perform better than Turkish teams and also which they can watch in the stadium and socialize with a huge fan base. They see being a fan of a

Turkish football team as a way of expressing their national identity. A fan said that he supports FB since he is a Turk and claimed that people from Mediterranean countries such as Italians living in Germany support Italian football teams. Another fan stated that he supports BJK because of the Turkish blood in his veins. A fan of FB added that he does not want to lose his Turkish identity and so that he is a fan of FB. Some of them said that they support both a German team and a Turkish team, but when it is asked which one is the favorite, they gave the name of the Turkish team. One of the fans underlined that watching good football is not their only concern, otherwise they would support German teams, and this is what he learned from his family.

Family and the community play an important role on fandom and since people around are fans of Turkish teams; they also become the fan of Turkish teams. A fan said that people living in Germany become fan of a team because of his father; either the same team because of his love to his father or the rival team if he has problems with his father. Another one stated that his brother affected him and he started to support FB. A female fan said that she thanks to her father since he made her a fan of FB. On the other hand, a fan claimed that since Turks generally live within the same neighborhood, they affect each other and become fans of Turkish teams. He added that Turks living with Germans have more sympathy to German teams. One another said that the third generation is 'more German' and different from the previous generations, they support German teams, and they play for national team of Germany such as Mesut Özil from Real Madrid.

The racist approach of German people or in other words their discriminatory attitude against Turks has also an effect on supporting Turkish football teams. A fan claimed that every German has a Hitler inside him and Germans can never be friends of Turks. A BJK fan claimed that Turks are being isolated by Germans and as a reaction; Turks defend their identity with the items of Turkish lifestyle. For instance, they support Turkish teams and when a Turkish team defeats a German team in a European game; they see it as revenge and celebrate it on the streets. Another fan pointed out that the self-confidence of Turks in Germany is very low and they think that they are not a part of German community and besides, Germans make them feel this separation: Turks reject the life of Germans and Germans do not accept Turks in their social life. Because of this, they do not watch or support German teams. The fans believe that they are

integrated to Germany, but they do not want to be assimilated. They say that they do not have a problem with the acculturation but they want to keep their ethnical identity.

3.2.1.3 Fans in Turkey

Similar to the fans in Germany, fans in Turkey are reached via Facebook and interviews are done online. The questions asked in these interviews are in Appendix C.

Football fans in Turkey have many groups in Facebook. They are interacting with each other on these sites. They share photos, comments, and news related with their teams and the rivals. Most of them show their passion via their comments and photos. There is a tough competition in these groups and fans swear or attack the rival teams and their fans. Most of them do not remember exactly when he or she became the fan of the team. The only thing that they know is they are fans of their teams. Father and elderly brother have great effect on these fans. They get their first information about their teams from fathers and brothers. Some of them went to the stadium and were charmed of the ambiance and became a fan. However, very few of the fans stated that the success and popularity of the team affected them in their childhood and became a fan. So, childhood is the most critical period for being a fan of a team. Their loyalty to their team cannot be questioned. The most popular quote of fans is that the blood in their veins is in the colors of their teams.

Most of the fans cannot specifically describe their motivation of being a fan. They said that the team is a love, passion, or ambition for them. Most of them see the team as a part of their life and proud of being a fan of their teams. Besides, none of them mentioned about the entertainment part of being a fan. One of the fans said that watching the games in the stadium is a social activity which is done with friends but it is very different from going to the cinema or theatre. They go to the stadium to 'win' and then to watch a good game. If they win, everything sounds better. Going to the stadium with their friends for the match sounds very enjoyable to them. Also being with all other fans makes them feel happy. They prefer to hang out before the games as a social activity in some popular places like streets, bars and cafés, and fans enjoy spending time with other fans. They cheer, sing songs of their team, and get motivated for the game. A fan of FB said that having lunch in a restaurant on Bağdat Street which is seen as the

home of FB, walking to the stadium with friends, cheering through the street is a pleasure for him. Many of the BJK fans come together in the center of BJK district (çarşı) before the games, they eat and drink and walk to the stadium. It is a ritual for them. One of the fans of GS stated that the game starts in the noon for him in Taksim Square and İstiklal Street since he meets other GS fans there, they eat and drink together. They walk through the street, cheer, and go to the stadium via subway. So, he spends half of his day for the game.

Team identification is a significant concept for fans. Some of them use the logo, jersey or stadium photo as the profile photo in social networks. Some use favorite player's names as nicknames. Besides, few of the fans said that they explain the team they support while introducing themselves to people in their private or business life.

Fans' expectation from the club is success. New products or services for the fans, good service within the stadium or stores, or cheaper tickets do not exist in the agenda of these fans. They are focused on the success of their football team.

Fans follow their team from media and mostly from the Internet and social media. They buy team merchandise from stores and some of them go to the stadium to watch the games. Just a few of them go and watch away games in the stadium.

As a summary, the main aim of the qualitative research is to evaluate the model that is planned to study on. The results may confirm the model or they can create new research questions which will lead to widen the scope of the research model. Another option may be the researcher can see that the concepts that will be researched have no reflection in real life.

The results of the qualitative research of this study have significant contributions to the study. First of all, these results confirm the research model which is based on the literature. Fandom, identification, motivation, and loyalty concepts are significant for fans and they have relationship which cannot be clearly stated by the fans. This encourages the researcher for clarifying these relationships. The second point is related with nationalism. Especially fans living abroad persistently underline the effect of nationalism on their relationship with the football teams of the home country. This strengthened the existence of nationalism in the current model. In addition to this, the fans living abroad express more factors while talking about nationalism. These are their

relationships with both their community-Turkish people and the local community-German people. These relationships are explained as ethnic identity and acculturation in the literature. So, the in-depth interviews with the Turkish fans living in Germany confirm that nationalism alone will not cover the whole problem without analyzing acculturation and ethnic identity.

Besides the interview with fans, the in-depth interviews with the marketing directors of the clubs also confirm that Turkish football clubs do not have different marketing strategies for the fans living abroad. Previous studies showed that marketing is a new concept for these clubs, therefore segmenting the fans based on geographical location and developing distinct marketing strategies for these segments cannot be expected from the clubs. So, the qualitative research with club marketing directors increased the motivation to do the current study for finding out new marketing opportunities for the clubs.

3.3 QUANTITATIVE RESEARCH

Bryman (2001, p.62) describes quantitative research as deductive, a predilection of a natural science approach which entails the collection of numerical data and checking the relationship between theory and research. Although the quantitative research cannot provide theory generation or detailed information like qualitative research, it can verify the hypotheses and deliver strong reliability and validity (Cavana, Delahaye, and Sekaran 2001, p.186). According to the results of qualitative research, quantitative research has been conducted to test the hypotheses and answer the research questions mentioned in the conceptual framework section.

3.3.1 Pilot Study

The pilot study is done with an aim to measure the reliability of the scales that are planned to be used in the main study. None of the scales were developed in Turkey, except the behavioral loyalty scale which was developed by Salman in 2005. Some of

the scales are used in many academic studies done in Turkey like Sport Fandom Questionnaire by Wann (2002) and Sport Fan Motivation Scale by Wann (1995). On the other hand, some scales like Team ID Scale by Heere and James (2007) has not been applied to Turkish fans in academic studies. So, the pilot study gave a chance to see the validity and reliability of the scales on Turkish fans both living in Turkey and Germany.

3.3.2 Data Collection Method

Data used in this study is collected from qualitative and quantitative methods via online platforms. As mentioned above, in-depth interviews with fans in Turkey and Germany were done via social networks. On the other side, quantitative research is done via Google Drive (previously named Google Docs) which is a free online survey platform developed by Google Inc. The fans were invited to the questionnaire on Google Drive through social networks like Facebook and Twitter via fan associations. In addition to this, football forums which are platforms that fans can talk and discuss about football, teams, players, coaches etc. are used to invite fans to join the research.

3.3.3 Data Collection Tool and Design

In this study, conceptual framework is tested empirically. For reaching fans in Turkey and Germany and collecting data about them, self-administered questionnaire method is used. Hair *et al.* (2003, p.265) define self-administered questionnaire as a data collection method without the presence of the interviewer in which the respondent reads and answers the questionnaire on his or her own. Bryman (1989, p.32) states that self-administered questionnaires are cheaper and quicker than interviews. The presence of the interviewer causes problems because of the age, appearance, race, gender, or social class etc. On the other hand, since there is no interviewer for helping the respondents, the questions must be clear and unambiguous. Besides this, respondents have a chance to read all the questions before answering the questions and the answers can be influenced and the researcher can never be sure who exactly answered the questionnaire. The most basic disadvantage of self-administered questionnaire is that the response rate is lower than other methods (Bryman, 1989, p. 33).

With all these pros and cons, self-administered questionnaire is chosen as the data collection method. It is an online survey and respondents reach the questionnaire on Google Drive platform via Internet. The advantages of online questionnaire are global reach, flexibility, speed, ease of data entry and analysis, ease of follow-up, obtaining large samples easily, required completion of answers, and low administration costs. On the other hand, perception of junk mail, skewed of Internet population (upscale, male etc.), being impersonal, low response rates, and unclear answering instructions are the main weaknesses of online questionnaires (Evans and Mathur, 2005). Since some of the respondents live in Germany, online questionnaire is the most suitable self-administered questionnaire method for this study.

After giving brief information about the aim of the study, the team that the fans are supporting is asked in the questionnaire. This is the filtering question since this study is limited with the big three football clubs – BJK, FB, and GS. The Germany version of the questionnaire is also asking whether the respondent is the citizen of Germany or not. After this section, the questions in fandom, motivation, identification, loyalty (attitudinal, behavioral, and cognitive), nationalism, socialization scales are asked. In Germany version, the questions in acculturation and ethnic identity scales are also asked. In the final part of the questionnaire, the demographic information about the respondents is asked. The questionnaires are in Appendix B and Appendix C.

3.3.4 Sampling Method

The sample must be representative to be able to generalize the findings from the sample to the population from which it was taken (Bryman, 2001, p.85). In the current study, the targeted population is the football fans or people who are interested in football. However, football is a popular sport for Turkish people and this is a wide group definition (Salman, 2008). So, we narrow down the target population as the football fans that support one of the big three Turkish football clubs (BJK, FB, and GS) and living in Turkey or in Germany. Although sports organizations target people between the ages of 18-35, since they are more eager to spend money; Turkish people have intense feelings about football and their teams and age is not a critical constraint for studies about fans (Salman, 2008). So in this study, fans between the ages of 15-65 took

place. Quota sampling which is a judgmental sampling that ensures that the composition of the sample is parallel to the composition of the population (Malhotra, 2004, p.323) is applied for reaching a representative sample.

The study is limited with the Turkish fans in Turkey and Turkish fans in Germany and supporting BJK, FB, or GS. As mentioned before, Germany has the highest number of Turkish immigrants in the world (MFA, 2011). The study is done during the 2012-2013 football season in Turkey which took place between August and May. Online questionnaire is used both in turkey and Germany to reach the targeted sample easier. However, fans in Germany showed less interest in the questionnaire compared to the fans in Turkey. This made the data collection process take more time than expected.

3.3.5 Data Analysis Methods

Statistical Package for Social Sciences (SPSS) version 18.0 is used for the analysis of the data in the study such as frequency, factor analysis, regression, validity and reliability. In addition, Analysis of Moment Structures (AMOS) version 16 is used for the structural equation modeling (SEM), confirmatory factor analysis (CFA), and path analysis.

3.3.5.1 Preliminary data analysis

SPSS 18.0 is used for the analysis of the data collected from the questionnaire of this study. SPSS is the software for statistical analysis which is widely known and used. It is the dominant software for social researchers (Bryman, 2001, p.407). For coding, frequency, mean, standard deviation, exploratory factor analysis, multicollinearity analysis, independent samples t-test, and normality SPSS is used. The results of the analysis done with SPSS are presented in section 3.4.

3.3.5.2 Exploratory factor analysis

Exploratory factor analysis (EFA) explores the data and informs the researcher about the number of factors that is needed to best represent the data (Hair *et al.*, 2006, p.773).

EFA has been used to test the structure of measurement items for a long time (Rubio, Berg-Weger, and Tebb, 2001). EFA is generally employed in the beginning period of the research to collect information about the interrelationships between a set of variables (Pallant, 2011, p.181) and for generating hypotheses about underlying processes (Tabachnick and Fidell, 2007, p.609). The distinguishing feature of EFA is that the factors were not derived from theory but from statistical results, which means that EFA can be executed without knowing the number of factors that really exist or which variables belong with which constructs (Hair *et al.*, 2006, pp.773-774). Similarly, Anderson and Gerbing (1988) recommend EFA if there is no theoretical ground or new scales are being developed otherwise they recommend confirmatory factor analysis (CFA) as a more powerful tool. In the current study, although the main idea and the relationships between constructs are grounded on a theory; since some of the scales are used in a few studies in Turkey and some of them are totally brand new for Turkey, EFA is done to all constructs to make sure that there is no problem with the constructs.

Pallant (2011, pp.182-185) explains three steps that are involved in EFA. The first one is the assessment of the suitability of the data for factor analysis: the sample size and the strength of the intercorrelations among the items. The sample size has been discussed in the literature by different scholars. Tabachnick and Fidell (2007, p.613) recommend at least 300 cases for factor analysis. On the other hand, Nunnally (1978) recommends a ratio of 10 which means ten cases for each item to be factor analyzed. However, a sample with 150 items is enough according to Pallant (2011, p.183).

The second criterion of the suitability of the data is the strength of intercorrelations among the items. Pallant (2011, p.183) recommends two statistics for this issue: The first one is Bartlett's test of sphericity which statistically tests whether there are correlations among the variables and it gives the statistical significance that the correlation matrix has significant correlations between at least some of the variables (Hair *et al.* 2006, p.114). Bartlett's test should be significant ($p < 0.05$). The second one is Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy which should be greater than 0.6. The equation for KMO is presented below:

$$\text{KMO overall} = \frac{\sum r_{ij}^2}{\sum r_{ij}^2 + \sum pr_{ij}^2} \quad (1.1)$$

r_{ij}^2 indicate the correlations between all variables (without the diagonal) and pr_{ij} indicate the partial correlations (without the diagonal). In the current study, KMO scores and Bartlett's test of sphericity are measured and reported in the current section.

The second step of EFA is factor extraction which determines the lowest number of factors that can be used to best represent the interrelationships between the variables. The most common method is principal component analysis in which the researcher eliminates the factors to reach a solution. The main aim is to explain as much as variance in the data with the smallest number of factors (Pallant, 2011, p.183).

The final step is factor rotation and interpretation in which the factors are rotated and controlled to load on only one component. The most popular method in rotation is Varimax which is an orthogonal (uncorrelated) method. The aim here is that each variable should load on only one component and each component is represented by a number of strongly loading variables (Pallant, 2011, pp.184-185). In the current study, factor extraction and Varimax rotation is applied to all constructs and are explained in detail in the current section.

3.3.5.3 Confirmatory factor analysis

Tabachnick and Fidell (2007, p.609) evaluate confirmatory factor analysis as “a much more sophisticated technique used in the advanced stages of the research process to test a theory about latent processes”. It is a set of techniques to test specific hypotheses or theories regarding the structure underlying a set of variables (Pallant, 2011, p.181). While EFA is trying to find out the correlations between variables, the main question in CFA is whether the correlations among variables are consistent with a hypothesized factor structure or not (Tabachnick and Fidell, 2007, p.609).

CFA is employed in the current study to attain two main objectives: to test the dimensionality and validity of the measurements (Hair *et al.*, 2006, p.781; Gerbing and Anderson, 1988). Testing the unidimensionality of the measurements is explained in the current section and testing the validity is explained in section 3.3.6.1.

Unidimensional measures are “set of measured variables (indicators) with only one underlying latent construct. That is, the indicator variables load on only one construct” (Hair *et al.* 2006, p.773). On the other side, multidimensional measures are the constructs with several distinct but related dimensions where each dimension can be measured by more than one distinct indicator (Gerbing and Anderson, 1988).

Unidimensionality of the constructs is measured by CFA; however coefficient alpha and EFA are also used. Rubio, Berg-Weger, and Tebb (2001) state that although there are many studies using coefficient alpha as a tool to measure unidimensionality, it is widely accepted that it is not a proper tool. Anderson and Gerbing (1982) accept that coefficient alpha which is a tool for measuring internal consistency is necessary for measuring unidimensionality but not sufficient. On the other side, EFA is another tool which is used for measuring unidimensionality, but dimensionality cannot be tested by the number of factors that measure a specific construct (Rubio, Berg-Weger, and Tebb, 2001). With the drawbacks of coefficient alpha and EFA, Hair *et al.* (2006, p.779) state that CFA can be used to test the relations between latent and measured variables and also to assess the validity of the measures. In the current study, CFA is employed to measure the unidimensionality and validity of the constructs.

3.3.5.4 Structural equation modeling (SEM)

Structural equation modeling (SEM) is a general term used for describing a number of statistical models used to evaluate the validity of theories with empirical data (Lei and Wu, 2007). SEM is defined as “a family of statistical models that seek to explain the relationships among multiple variables” (Hair *et al.* 2006, p.711).

The aim of SEM is to determine whether a hypothesized theoretical model is consistent with the data collected to reflect the theory (Kline, 2005, p.111) or to provide a quantitative test of a theoretical model proposed by the researcher, in other words, SEM can test different theoretical models that hypothesize how constructs are related to each other and how sets of variables define these constructs (Schumacker and Lomax, 2010, p.2).

SEM’s roots extend back to the first half of 20th century, and its development originated to genetics and mathematics researchers’ efforts establish causal relationship between

variables (Hair *et al.* 2006, p.724). Statistical theory that underlies SEM appeared in 1970s. With the increasing complexity and specificity of research questions in social sciences and with the launch of user friendly and flexible software for SEM, the interest in SEM increased and it became a default approach for social science researches (Hoyle, 1995, p.1). SEM's basics lie on two similar multivariate techniques which are factor analysis and multiple regression analysis (Hair *et al.* 2006, p.711).

There are both advantages and disadvantages of SEM. Werner and Engel (2009) proposes four advantages of SEM. First advantage is validity. SEM allows the simultaneous usage of many indicator variables per construct and it results with more valid conclusions. The second one is reliability. Since, SEM takes measurement errors which take place in social science frequently into account, relationships between constructs are not biased by measurement error. Next advantage is that it allows to model and test complex relationships. The final advantage is confirmatory approach. SEM allows "to test complex models for their compatibility with the data in their entirety, and allows to test specific assumptions about parameters for their compatibility with the data" (Werner and Engel, 2009).

On the other hand, Werner and Engel (2009) present four challenges for SEM. The first one is model and parameter identification. In SEM, many parameters related with various hypotheses are estimated simultaneously which works if the empirical data provides enough information. However, in social sciences it is generally not the case. The second one is estimation methods and problems. Since there are many relationships in the models built by SEM, the estimations are done via iterative algorithms to reach an optimal solution. However this may end up with no optimal solution or end up with an optimal solution but the parameter estimates do not make sense. Next challenge for SEM is the assumptions of it about normal distribution of the variables and large sample size. However, in real life data are rarely multivariate normal and the samples consist of few hundreds of cases. The final challenge is the interpretation of results which is difficult in many cases since it is a complex process and has various procedures (Werner and Engel, 2009).

Despite the challenges mentioned above, the advantage of SEM, especially the capability of analyzing complex models is the main reason behind using it in the current study.

SEM can be applied with different software such as LISREL, EQS, and AMOS. However, in this study, AMOS is preferred since it is an easy-to-use program and specifying, viewing, and modifying the model can be done quickly (Arbuckle, 2007, p.1). AMOS is used in confirmatory factor analysis.

3.3.5.4.1 SEM assumptions

Similar to many other statistical techniques, SEM has some assumptions which need to be satisfied before the analysis process begins. The first one is the sample size. SEM requires a larger sample compared to other multivariate techniques since some algorithms in SEM are unreliable with small samples (Hair *et al.* 2006, p.740). Kline (2005, p.111, 178) states that N should be at least 200 for SEM and also adds that sample size required depends on the complexity of the model, the estimation model used, and the distributional features of the observed variables (Kline, 2005, p.14-15). The most common used estimation technique in SEM is maximum likelihood estimation (MLE) and sample sizes between 150 and 400 are recommended. In the current study sample sizes are within this suggested interval.

As well as sample size, the normal distribution of data, missing data procedure applied, and outliers play an important role on SEM. These factors are discussed in Data Screening section of the next chapter.

3.3.5.4.2 Path diagram

In SEM, the visual representation of the whole model and the relationships between the constructs of the model is called path diagram. In the path diagram, the dependence relationships are shown with straight arrows and the arrow starts from the predictor variable and ends at the dependent construct variable. The correlations between constructs or indicators without causation are shown with curved arrows (Hair *et al.* 2006, p.710).

The observed variables are shown as rectangles, while latent variables are shown as ellipse. Measurement errors are shown as small circles represented with letter “e” and residual errors are shown again in small circles represented with “E”.

The path diagrams used in the current study are shown in Figure 3.3 and 3.4.

Figure 3.3: Path diagram for fans living in home country

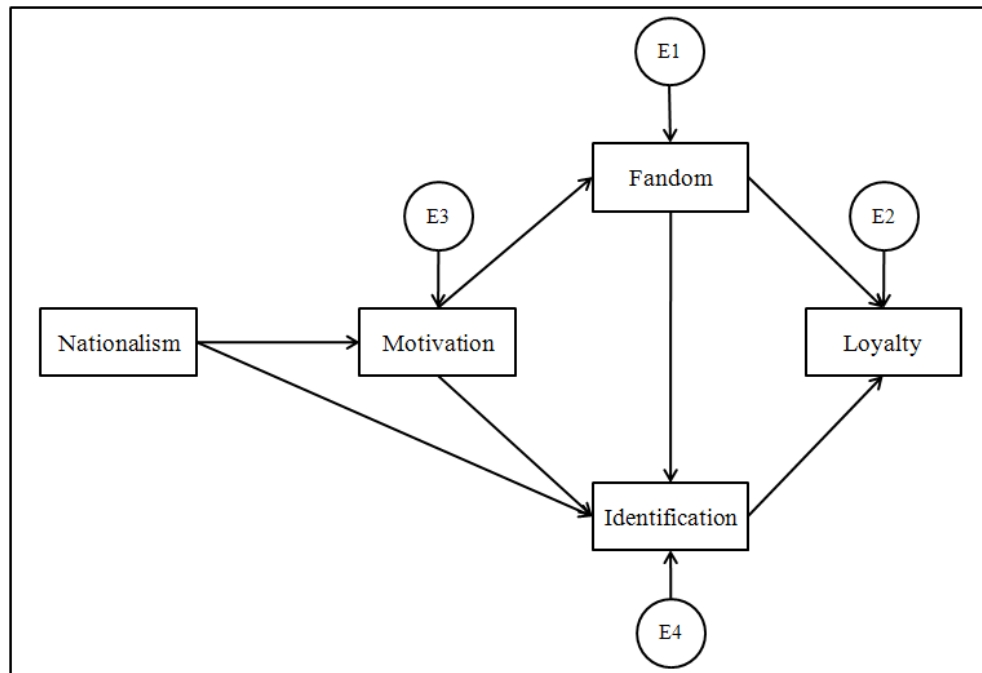
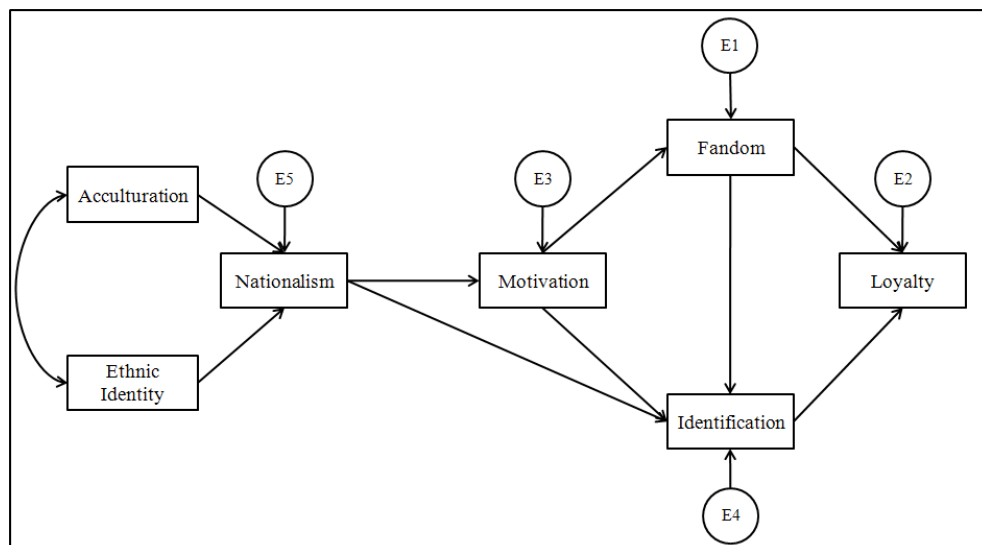


Figure 3.4: Path diagram for fans living in abroad



3.3.5.4.3 Evaluation of model fit

SEM is trying to figure out how the specified model fits the data collected. Although SEM is widely used in social sciences, researchers do not have an agreement on the fit indices used to measure the fit of the model with the data (Hooper, Coughlan, and Mullen, 2008). For instance, Hair *et al.* (2006, p.752) state that to provide adequate evidence for the model fit, three or four fit indices should be used such as chi-square, degrees of freedom, CFI and RMSEA. According to the study of McDonald and Ho (2002), CFI, GFI, NFI and the NNFI are the most commonly used fit indices. There are three types of fit indices: absolute, incremental, and parsimony (Hooper, Coughlan, and Mullen, 2008; Hair *et al.* 2006, pp.746-750).

Absolute fit indices are related with how a priori model fits the sample data well (McDonald and Ho, 2002). Hair *et al.* (2006, p.746) state that “the most fundamental fit is χ^2 statistic”. Although χ^2 is assumed as fundamental, there are two main problems related with χ^2 statistic. First, since it is a mathematical function of sample size (N), if large samples are used, it always rejects the model (Hooper, Coughlan, and Mullen, 2008; Hair *et al.* 2006, p.747; Fornell and Larcker, 1981). The second problem is that since SEM assumes multivariate normality of the data, deviations from normality may cause the rejection of the model although it is appropriately identified (McIntosh, 2006). So, it is difficult to use χ^2 test as the only indicator of the model fit in SEM (Hair *et al.* 2006, p.747). Because of these problems, researchers tried to find out alternative indices that minimize the effect of sample size and Wheaton *et al.* (1977) proposed relative/normed chi-square statistic which is χ^2 is divided by degrees of freedom (χ^2/df). However, there is no agreement on the acceptable ratio for this statistic and the recommendations differ from 2 to 5 (Hooper, Coughlan, and Mullen, 2008).

The second absolute fit index is Root Means Square Error of Approximation (RMSEA). RMSEA tries to correct the propensity of χ^2 statistic to reject the models with large sample size or a large number of observed variables (Hair *et al.* 2006, p.748). The RMSEA is the degree of the model fit to the population's covariance matrix, with unknown but optimally chosen parameter estimates (Hooper, Coughlan, and Mullen, 2008). Like normed chi-square statistic, there are different recommendations related with the level of RMSEA to accept the model. A good RMSEA value can be accepted

as 0.10 (Hair *et al.* 2006, p.748). MacCallum, Brown, and Sugawara (1996) state that RMSEA above 0.10 can be accepted as poor fit, while below 0.08 is good fit and between 0.08 and 0.10 is mediocre fit. “It is generally reported in conjunction with the RMSEA and in a well-fitting model the lower limit is close to 0 while the upper limit should be less than 0.08” (Hooper, Coughlan, and Mullen, 2008).

The third absolute fit index is Goodness-of-Fit Index (GFI). It tries to produce an index which is less sensitive to sample size (Hair *et al.* 2006, p.747) and “calculates the proportion of variance that is accounted for by the estimated population covariance” (Hooper, Coughlan, and Mullen, 2008). The range of possible values of GFI is between 0 and 1, and the values greater than 0.90 are accepted as good” fit (Hair *et al.* 2006, p.747). Sharma *et al.* (2005) state that larger sample sizes increase the value of GFI and if the degrees of freedom is larger than number of sample size, then there is a downward bias in GFI. Adjusted goodness-of-fit index (AGFI) adjusts GFI by a ratio of the degrees of freedom used in a model to the total degrees of freedom available (Hair *et al.* 2006, p.747). AGFI values range between 0 and 1 and 0.90 or greater AGFI values show “good” fit (Hooper, Coughlan, and Mullen, 2008) while values greater than 0.85 may be considered as an acceptable fit (Engel, Moosbrugger, and Müller, 2003; Cole, 1987; Anderson and Gerbing, 1984).

The second group of fit indices is incremental fit indices and they are different from absolute fit indices since they measure how well a specified model fits compared to some alternative baseline model which is referred as null model (Hair *et al.* 2006, p.749). The null hypothesis is stating that all of the variables are uncorrelated with each other (McDonald and Ho, 2002). Normed Fit Index (NFI) is one of the incremental indices and it measures ratio between χ^2 values of researcher’s model and the null model. It ranges from 0 to 1 and values over 0.90 show “good” fit. NFI’s main disadvantage is again it is affected by the sample size (Hooper, Coughlan, and Mullen, 2008). To solve this problem of NFI, Non-Normed-Fit-Index (NNFI) also known as Tucker-Lewis index (TLI) was developed. Since TLI is not normed, its values can be less than 0 or greater than 1 and values greater than 0.90 show “good” fit (Hair *et al.* 2006, p.749). Another incremental fit index is Comparative Fit Index (CFI) which is an improved version of NFI and sample size is considered in CFI. The cut-off point for

CFI is again 0.90 where higher values indicate “good” fit (Hooper, Coughlan, and Mullen, 2008).

The third fit indices group is parsimony fit indices which are specifically designed to deliver information related with the best model compared to other competing models based on its fit relative to its complexity (Hair *et al.* 2006, p.749). Parsimony Goodness-of-Fit index (PGFI) and Parsimony Normed Fit index (PNFI) are two types of parsimony indices. These indices were developed to solve the degrees of freedom problem in GFI and NFI respectively. There is no recommended level for these indices for “good” fit. So parsimony fit indices are useful to evaluate competing models and should not be used alone, since it is difficult to interpret (Hooper, Coughlan, and Mullen, 2008).

McDonald and Ho (2002) states that CFI, GFI, NFI, and TLI are the most commonly reported fit indices. In addition to these indices, in the current study, χ^2/df , AGFI, and RMSEA indices are used to accept or reject a model.

3.3.5.5 Path analysis

Path analysis was developed by Wright in 1918 but more fully in 1920 and 1921. It relates the correlation coefficients between variables in a multiple system to the functional relations among them (Wright, 1934). Path analysis, an extension of multiple regression, enables researchers look at more than one dependent variable simultaneously. It also allows variables be dependent or independent regarding variables (Norman and Streiner, 2003, p.156).

Path analysis is “the general term for an approach that employs bivariate correlations to estimate relationships in a SEM model” (Hair *et al.* 2006, p.710). It examines the comparative strength of direct and indirect relationships among variables. The correlation matrix between two or more models hypothesized by the researcher is tested to fit the data by solving one or more structural equations with estimation of a group of parameters (Lleras, 2005). Path analysis is the basis for SEM (Lleras, 2005), but SEM, by looking at the latent variables extend path analysis (Norman and Streiner, 2003, p.156).

Different aggregation levels of latent variable indicators can be applied, if a construct is measured by a scale with multiple items: total disaggregation, partial disaggregation, and total aggregation. While each item is serving as an indicator for a construct in totally disaggregated model – latent variable method, the items of a scale are averaged or summed as a composite variable in a totally aggregated model. The model is a path analysis rather than a latent variable model if only just one scale is used to measure each construct which means there is only one indicator per construct (Coffman and MacCallum, 2005).

Using composite variables, a totally aggregated method, is a common method for data reduction (Rowe, 2002). All of the aggregation methods have both advantages and disadvantages. One of the main disadvantages of path analysis with composite items is error terms. Since items are summed or averaged, the result is a measured variable and measured variables are supposed to have no error (Coffman and MacCallum, 2005). The second disadvantage is that one of the items may have more effect than another. However, since the average is taken into consideration, the items are accepted as having equal effect on the composite variable (Rowe, 2002). On the other side, the main advantage of using composite items in path analysis is that it summarizes complex and multidimensional issues (Trinchera and Russolillo, 2010).

In the current study, path analysis with composite variables is used to test the models proposed.

3.3.5.6 Independent samples t-test

Independent samples t-test which is most widely used statistical test is used when the mean scores of two different groups of people or conditions are compared (Pallant, 2011, p.239). The test is known as the independent samples t-test, since the two samples used are not related to each other, and can be implemented for a between-subjects design (Boslaugh and Watters, 2008, p.157).

Besides the assumption of independence, both distributions must be normal, and the population variances must be equal (i.e., homogeneous). Especially in the random selection of samples from both populations; meeting these requirements can be difficult,

and needs solid design work to be undertaken up front (Boslaugh and Watters, 2008, p.157).

In the current study, independent samples t-test is used to compare the level of fandom, identification, motivation, loyalty, and nationalism of Turkish fans living in Turkey and Turkish fans living in Germany. The results are presented in section 3.4.2.7.

3.3.6 Multicollinearity

Multicollinearity is the relationship between more than two independent variables. “Multicollinearity occurs when a single independent variable is highly correlated with a set of other independent variables” (Hair *et al.* 2006, p. 170). For a researcher, having a number of independent variables which are highly correlated with the dependent variable but no or little correlated with each other. The researcher’s task is to identify the degree of multicollinearity, to find out its effect on the result and finally take necessary actions to overcome if needed (Hair *et al.* 2006, p. 226).

The easiest way to identify multicollinearity is checking correlations matrix and if there are correlations which are more than 0.90, there is multicollinearity. However, if the correlations are lower than 0.90, this does not mean that there is no multicollinearity. So for assessing multicollinearity, there are two common measures which are tolerance and variance inflation factor (VIF). Tolerance is calculated as $1-R^2$ and defined as the amount of variability of an independent variable that is not explained by the other independent variables. VIF is the inverse of tolerance. High multicollinearity means low tolerance and high VIF (Hair *et al.* 2006, p. 227).

In the current study, VIF is used as the measure to check the multicollinearity.

3.3.7 Validity and Reliability

The methods to assess the validity and reliability of the constructs used in the current study are discussed in detail in this section.

3.3.7.1 Validity

Hair *et al.* (2006, p.3) define validity as “the extent to which a measure or set of measures correctly represents the concept of the study.” In other words, validity is the capability of a scale to measure what was aimed to measure (Zikmund, 2003, p.331). In the research literature, there are different types of validity which are measuring the validity of a scale of a concept: content (face), concurrent, predictive, construct, and convergent validity (Bryman, 2001, pp.72-73). On the other hand, Hair *et al.* (2006, p.776) combine three types of validity which are convergent, discriminant, and face under construct validity. In the current study, construct validity has been examined via these three validity measures.

3.3.7.1.1 Content (face) validity

Bryman (2001, p.72) claims that content (face) validity is an intuitive process and defines it as the ability of the measure to reflect the content of the concept in question. According to Hair *et al.* (2006, p.778) “it is the most important validity test.” Content (face) validity is based on the researcher’s judgment (Hair *et al.* 2006, p.771) and the judgment of the people who have expertise on the subject (Bryman, 2001, p.72). In the current study, experts on sports marketing and research were asked to give their comments about the scales. Since most of the scales are taken from international literature and behavioral loyalty scales are taken from a study that was done with Turkish football fans, content (face) validity was assured before the application of the final survey as a predecessor to other validity measures.

3.3.7.1.2 Convergent validity

Malhotra (2004, p.269) defines convergent validity as “the extent to which the scale correlates positively with other measures of the same construct.” There are several ways to estimate the relative amount of the convergent validity among item measures, such as factor loading, variance extracted, and reliability (Hair *et al.* 2006, p.776). In the current study, factor loading method is used for convergent validity. Hair *et al.* (2006, p.777) suggest that standardized loading estimates should be 0.5 or higher, but ideally 0.7 or

higher as a rule of thumb. In addition to factor loading, Average Variance Extracted (AVE) is also used as an indicator for supporting convergent validity (Fornell and Larcker, 1981).

3.3.7.1.3 Discriminant validity

“Discriminant validity is the extent to which a measure does not correlate with other constructs from which it is supposed to differ” (Malhotra, 2004, p.269). Hair *et al.* (2006, p.778) suggest a rule of thumb which says that “the variance extracted estimates should be greater than the squared correlation estimate.” In the current study, this method has been employed for discriminant validity.

3.3.7.2 Reliability

If there is no problem with validity, the researcher should focus on the reliability of the measurements (Hair *et al.* 2006, p.8). Zikmund (2003, p.330) defines reliability as the extent to which measures are free from random error and therefore return consistent results. Hair *et al.* (2006, p.3) define reliability as the consistency of a variable or a set of variable in what it is intended to measure. So, it is the opposite of measurement error. Systematic errors do not cause a problem on reliability since they affect the measurement constantly and do not cause any inconsistency (Malhotra, 2004, p.267). So, the main aim of reliability is to minimize random errors. Reliability differs from validity since it is not related with what should be measured, but how it is measured (Hair *et al.* 2006, p.103).

For assessing reliability there are three methods: test-retest, alternative forms, and internal consistency (Malhotra, 2004, pp.267-268). In test-retest method, consistency is measured between the responses of the same respondents to the identical scale at two different points of time (Hair *et al.* 2006, p.137). However according to Malhotra (2004, p.267), there are some problems with this method. First, time interval affects the reliability. Second, the test may change the awareness of the respondents to the subject and change their second test responses. Third, second test may be impossible because of the content of the research. Fourth, respondents may remember the answers they gave

and give the same answers in the second test. Fifth, the characteristic of the respondent which is measured can alter due to positive information between the tests. And finally, correlation of each item with itself may inflate test-retest reliability coefficient (Malhotra, 2004, p.267). Because of these risks, this method is not used in the current study.

Another method is alternative forms of reliability, in which two equivalent forms of the scale are constructed and same respondents take them at two different points of time. This method has two drawbacks. First, it is time consuming to prepare an equivalent form of a scale. Second, it is very hard to prepare two equivalent forms of scale (Malhotra, 2004, p.268). Because of these concerns, this method is not used in the current study, either.

The final method which is commonly used is internal consistency, “which applies the consistency among the variables in summated scale” (Hair *et al.* 2006, p.137). The easiest measure of internal consistency is split-half reliability in which the items on the scales are split in to half and the correlation among the halves shows the consistency. However, how the items are split affects the reliability (Malhotra, 2004, p.268). To avoid this problem, Cronbach’s alpha is most widely used measure for reliability (Peter, 1979). Cronbach’s alpha is a value between 0 and 1. The values below 0.7 show unsatisfactory reliability, but this level can be 0.6 for exploratory research (Hair *et al.* 2006, p.137). Therefore, 0.7 level is accepted as the minimum level of internal consistency for the scales of the current study.

Fornell and Lacker (1981) underlined the importance of Average Variance Extracted (AVE) and Construct Reliability (CR). CR is a tool to measure the internal consistency of the group of measures instead of the reliability of a unique variable to capture the degree to which a group of measures indicates the common latent construct. Compared to CR, AVE is a more conservative pointer of the shared variance in a group of measures (Holmes-Smith, Coothe, and Cunningham, 2006, p.218).

In the current study, CR and AVE values are calculated for each construct and each sample separately. The details are presented in section 3.4.2.8.

3.4 DATA ANALYSIS AND RESULTS

The data gathered with the preliminary studies are analyzed and the results of the statistical analysis are shared in this chapter. First, the results of the pilot study, then the data screening procedures, and finally the analysis and the results of the main data is explained.

3.4.1 Pilot Study

The pilot study is done via Google Drive online platform with fans living in Turkey and Germany separately with a number of one hundred fans for each country.

Prior to the online pilot study, for assuring the content (face) validity the questionnaire is presented to three marketing academicians and three professionals in sports industry. According to their feedbacks, the wording of some questions is modified. In addition to this, the questionnaire is shared with ten football fans from Turkey and Germany, to clarify the questions that are not understood easily. Small modifications on some questions are made.

The sample size for the fans in Turkey and Germany is one hundred. Although there is no consensus in the literature on pre-test sampling size (Hunt, *et al.* 1982), the numbers are less than or equal to one hundred. For instance, Boyed *et al.* (1977) evaluated a sample of twenty as adequate, while Zatalman and Burger (1975) do not give a number and recommend a 'small' sample. On the other side, Lukas *et al.* (2004) recommend a sample size of fifty and Simon (1975, p.389) gives an interval for the pre-test sample size which is between 25 and 100. In the current research, the sample size for the pilot study is 100 both for the fans in Turkey and fans in Germany.

The scales' reliability is analyzed with SPSS 18.0 after recoding the negatively-keyed items. For the reliability test, Cronbach's Alpha values are checked and these values are expected to be higher than 0.7, since according to Hair *et al.* (2006, p. 137), values below 0.7 show unsatisfactory reliability. As it can be seen in Table 3.2, the reliability scores of the scales are very high except social agents scale.

In social agents scale, the last item which is ‘no one had influence on my becoming a fan of the team I support’ has the lowest score and when this item is deleted, the Cronbach’s Alpha takes a value greater than 0.6 (Germany 0.608 and Turkey 0.604). However, this item was the most popular answer in the pilot study. To carry the Cronbach’s Alpha value to 0.7, the second most popular item would have been deleted. For building a reliable scale, getting rid of the popular items may cause problems in the whole research. So, with the consensus of the advisory committee, the social agents scale is removed from the main study questionnaire.

All other scales’ scores are greater than 0.7 and these scales are used in the main study. Since, acculturation and ethnic identity scales are not used for the fans living in Turkey; these scales have no Cronbach’s Alpha value on Table 3.2.

The reliability and the validity results of the pilot study show that the main study can be done with excluding the social agents scale.

Table 3.2: Reliability of the Variables in the Pilot Study

	Germany (N=100)		Turkey (N=100)	
	Number of Items	Cronbach's Alpha	Number of Items	Cronbach's Alpha
Fandom	5	0.895	5	0.863
Identity	19	0.918	19	0.892
Motivation	23	0.845	23	0.913
Attitudinal Loyalty	14	0.860	14	0.789
Behavioral Loyalty to Team	10	0.864	10	0.900
Behavioral Loyalty to Club	9	0.862	9	0.940
Conative Loyalty	5	0.723	5	0.882
Ethnic Identity	10	0.783	-	-
Acculturation	6	0.845	-	-
Nationalism	7	0.909	7	0.977
Social Agents	8	0.481	8	0.571
<i>Social Agents (one item deleted)</i>	7	0.608	7	0.604

3.4.2 Main Study

After the reliability of the scales is tested in pilot study and the scales with low reliability are excluded, the questionnaire for the main study is built for the main study. The main study is again done with Google Drive platform for online surveys. The survey takes place in 2012-2013 football season, which starts in August 2012 and ends in May 2013 in Europe.

3.4.2.1 Examining the data

The examination of data is an initial step in a research process which is time consuming but necessary. This process includes the treatment of missing data, detecting outliers, and checking normality of the data (Hair *et al.* 2006, p. 37).

Malhotra (2004, p.401) states that the quality of statistical analysis is based on the data preparation process which should be done with adequate attention; otherwise it may lead to biased findings and incorrect interpretation.

3.4.2.1.1 Missing data

Missing value is the unavailability of valid values on one or more variables and it is a fact of research process (Hair *et al.* 2006, p.49). It may occur either because some participants gave unclear answers or their responses were not correctly recorded

Missing data causes some problems in research process. First, it causes a reduction in sample size. Although most of the questions are answered, if there are some missing responses, the researcher has to exclude that respondent's answers from his or her analysis. Another problem is that the results of the analysis with missing data is biased and may lead to erroneous results (Hair *et al.* 2006, pp.49-50).

The researcher has some options in treatment of missing values. For instance, he missing values may be substituted with a neutral value which is the middle value in a Likert scale. For instance, in a 7-Likert-scale, neutral value is 4 and it does not affect the mean and the correlations are not affected considerably. The second option is to substitute the missing value with an imputed response which is the value inferred from

to the pattern of the respondent's other responses. Another option is casewise deletion, which refers deleting the cases or respondents with any missing values. However, it is costly to discard large amount of data. The final option is pairwise deletion which does not discard all cases with any missing values, but the cases or respondents with complete answers are used for each calculation (Malhotra, 2004, pp.410-411).

In the current study, there were no missing values, since the questionnaire is done online via Google Drive. While building the online survey, the researcher has an option to mark the questions as obligatory. If the respondents, does not answer the obligatory questions, the system does not let the respondent finish his or her questionnaire. While preparing the current study's online questionnaire, all of the items were marked as obligatory and because of this, all of the data collected have no missing values. However, although it is a low probability, some respondents may click the submit button and close the window without checking whether his or her answers are sent or not. If there is a missing value, the answers are not sent, but the respondent may think the opposite. In these cases, the data is not reported for the sake of the missing value. But on the other hand, it is a loss for the survey, since it may be because of only one missing value which can be substituted via statistical methods.

So, before the analysis, the answers are controlled to see whether there is a missing value or not. As expected, there is no missing value.

3.4.2.1.2 Assessment of normality

Screening the continuous variables to assess the normality is one of the most important steps in multivariate analysis. If the variables are normally distributed, the results will more probably be better, although normality of the variables is not required for the analysis (Tabachnick and Fidell, 2007, p.79). The significance of normality is based on two different factors which are the shape of the distribution and the size of the sample (Hair *et al.* 2006, p.80).

The shape of the distribution can be defined with skewness and kurtosis. Skewness is related with the symmetry of the distribution and Kurtosis is related with the peakedness of a distribution. If the variable is skewed, its mean is not in the center of the distribution. Kurtosis shows whether a distribution is either too peaked or too flat. When

the distribution of the sample is normal, then the values of skewness and kurtosis are zero (Tabachnick and Fidell, 2007, p.79).

As a rule of thumb, skewness absolute values greater than 3 and kurtosis absolute value greater than 10 are interpreted as a problem in normality (Kline, 2005, p.50). However, as mentioned above, there is the sample size dimension of normality. Although, in small samples (less than 50 observations) significant non-normality has a considerable effect on the results, for big samples (200 or more observations) these effects can be negligible (Tabachnick and Fidell, 2007, p.80; Hair *et al.* 2006, p.81).

In the current study, all of the items have skewness less than 3 and kurtosis less than 10 in absolute terms except three items (ALO10, IDE5, and COL5) in the questionnaire for fans in Turkey (see Appendix D.1 and D.2). ALO10 and COL5 items are eliminated during EFA, and IDE5 remained. However, since the sample size of fans living in Turkey is high which is 376 and greater than 200; this item's non-normality does not have significant effect on the results.

3.4.2.2 Sample characteristics

Since the study is done online, the survey is sent to fan groups on social networks. The fans that completed the questionnaire in Turkey and in Germany have similarities and differences from each other.

First of all, the distribution of the fans within teams is 22, 35, and 42 percent for BJK, FB, and GS respectively for the fans in Turkey, while it is 22, 34, and 44 percent for the fans in Germany. As mentioned in section 3.3.4, quota sampling is applied to reach a representative sample. Although there are not up to date academic studies that analyze the distribution of fans between the three big football teams in Turkey and in Germany, some studies show that GS has the highest (around 40 percent) and BJK has the lowest (around 20 percent) amount of fans in Turkey within the big three (Gunal, 2012; Haberturk, 2011).

Although the general acceptance is that GS fans have more share within Turkish fans in Germany compared to Turkey, it is not proved since there is no study done with the Turkish fans living in Germany. In the current study, the distribution of the fans in

Turkey is parallel to the non-academic studies mentioned above. In addition to this, the distribution of fans in Germany is close to the distribution in Turkey.

Five variables are used to describe the sample characteristics both in Turkey and Germany. These characteristics are shown in Table 3.3 for Turkey and in Table 3.4 for Germany.

Table 3.3: Profile of the Respondents in Turkey

	BJK	FB	GS	Total	%
Gender					
Male	78	110	135	323	86%
Female	6	23	24	53	14%
Age					
<19	11	14	17	42	11%
19-24	31	16	55	102	27%
25-34	33	58	52	143	38%
35-44	8	35	29	72	19%
45-54	1	8	5	14	4%
>55	0	2	1	3	1%
Occupation					
Full-time	43	95	93	231	61%
Part-time	1		3	4	1%
Unemployed	2	3	10	15	4%
Retired		8		8	2%
Student	38	27	53	118	31%
Education					
Primary		2		2	1%
High School	18	19	31	68	18%
Post-Graduate	12	36	30	78	21%
Secondary	1	3	3	7	2%
University	53	73	95	187	59%
Income					
<500TL	20	18	28	66	18%
501TL-1000TL	17	8	19	44	12%
1001TL-2000TL	10	25	34	69	18%
2001TL-3000TL	17	25	27	69	18%
3001TL-4000TL	4	14	13	31	8%
>4001TL	16	43	38	97	26%
TOTAL	84	133	159	376	100%

More than 80 percent of the respondents are male in both Turkey and Germany, where the ratio of males are 86 percent and 83 percent respectively.

The mean age of fans in Turkey is 28.5 which is the same with the mean age of the sample used by Salman (2008). The mean age of fans living in Germany is 30.2.

Table 3.4: Profile of the Respondents in Germany

	BJK	FB	GS	Total	%
Gender					
Male	41	59	89	189	83%
Female	9	19	11	39	17%
Age					
<19	11	6	11	28	12%
19-24	11	25	21	57	25%
25-34	19	17	37	73	32%
35-44	7	13	21	41	18%
45-54	0	13	9	22	10%
>55	2	4	1	7	3%
Occupation					
Full-time	33	46	61	140	61%
Part-time	1	3	9	13	6%
Unemployed		3	4	7	3%
Retired		1		1	0%
Student	16	25	26	67	29%
Education					
Primary	6	2		8	4%
High School	19	25	37	81	36%
Post-Graduate	2	7	6	15	7%
Secondary	3	3	4	10	4%
University	20	41	53	114	50%
Income					
<€500	20	15	28	63	28%
€501-€1000	0	22	13	35	15%
€1001-€2000	12	12	18	42	18%
€2001-€3000	16	18	29	63	28%
€3001-€4000	0	3	6	9	4%
>€4001	2	8	6	16	7%
TOTAL	50	78	100	228	100%

Most of the respondents are between the ages of 25 and 34, the rates are 38 percent and 32 percent for Turkey and Germany respectively. 27 percent of respondents in Turkey and 25 percent of respondents in Germany are between the ages of 19 and 24.

When the occupation of the respondents is analyzed, it is very similar in both samples. The rate of full time employees is 61 percent for both samples, while the rate of students is 31 percent for Turkey and 29 percent for Germany.

The criterion that the samples differ most is the education level. The rate of respondents with a postgraduate degree is 21 percent for Turkey and 7 percent for Germany, while the rate of university degree is 59 percent and 50 percent respectively.

The income of the respondents is asked in their local currency. 48 percent of fans living in Turkey stated that their income is lower than 2000 Turkish Liras, while 61 percent of fans in Germany stated that their income is lower than €2000.

3.4.2.3 Exploratory factor analysis

For the current study, EFA is done for the fans living in Turkey and fans living in Germany separately according to the steps explained in section 3.3.5.2 which are assessment of the suitability of the data for factor analysis, factor extraction, and finally factor rotation and interpretation.

One of the steps for the suitability of the data is the sample size. The current study has two samples. The first one is Turkish fans living in Turkey and its sample size is 376. The second sample is Turkish fans living in Germany and the sample size is 228. So, the sample sizes are big enough to make an EFA. Other steps are explained in the next sections.

3.4.2.3.1 EFA for fans in Turkey

As mentioned before the sample size is 376. There are eight constructs in the questionnaire prepared for the fans living in Turkey. The KMO scores, Bartlett's test of sphericity results, and total variance explained by the construct are shown on Table 3.5.

For each construct; the items of the construct, the labels of these items, and whether they are deleted or not in the EFA are presented in the current section.

Table 3.5: Exploratory Factor Analysis (EFA) Results – TR

Construct	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity			Total Variance Explained
		Approx. Chi-Square	df	Sig.	
Fandom	0.798	1155.6	10	0.000	68.6%
Motivation	0.842	3533.3	171	0.000	72.5%
Identification	0.881	5200.9	120	0.000	79.2%
Attitudinal Loyalty	0.838	1743.3	55	0.000	58.8%
Behavioral Loyalty to Club	0.860	2328.8	21	0.000	82.2%
Behavioral Loyalty to Team	0.905	1581.9	28	0.000	59.4%
Conative Loyalty	0.756	1104.5	6	0.000	73.8%
Nationalism	0.933	3974.5	21	0.000	86.7%

As presented in Table 3.6, fandom construct (FAN) has five items and none of these items are eliminated in EFA. KMO measure is 0.798 which should be greater than 0.6 and Bartlett's test of sphericity is significant at $p < 0.05$ level. The items in the construct explain the 68.6 percent of the variance.

Table 3.6: Fan Items and Their Description – TR

Original Item	Item Label
I consider myself a sports fan	FAN 1
My friends see me as a sports fan.	FAN 2
Following sports is the most enjoyable form of entertainment.	FAN 3
My life would be less enjoyable if I couldn't follow sports.	FAN 4
Being a sports fan is very important to me.	FAN 5

Note: No item has been deleted.

Motivation construct (MOT) has 23 items and four of them (MOT6, MOT8, MOT17, and MOT21) are eliminated in EFA (see Table 3.7) because of low factor loading and loading on more than one factor. After the elimination the construct has a KMO score of

0.842 and Bartlett's test of sphericity is significant at $p < 0.05$ level. The motivation construct with 19 items explains 72.5 percent of the total variance.

Table 3.7: Motivation Items and Their Description – TR

Original Item	Item Label	Item Deleted
One of the main reasons that I watch, read, and/or discuss sports is that doing so gives me the opportunity to temporarily escape life's problems.	MOT1	
One of the main reasons that I watch, read, and/or discuss sports is so I can bet on the sporting events	MOT2	
One of the main reasons that I watch, read, and/or discuss sports is that I get pumped up when I am watching my favorite teams.	MOT3	
One of the main reasons that I watch, read, and/or discuss sports is for their artistic value.	MOT4	
One of the main reasons that I watch, read, and/or discuss sports is I enjoy the beauty and grace of sports.	MOT5	
One of the main reasons that I watch, read, and/or discuss sports is that I enjoy being physiologically aroused by the competition.	MOT6	Deleted
Sports are enjoyable only if you can bet on the outcome.	MOT7	
One of the main reasons that I watch, read, and/or discuss sports is that doing so makes me feel good when my team wins.	MOT8	Deleted
One of the main reasons that I watch, read, and/or discuss sports is that doing so allows me to forget about my problems.	MOT9	
Making wagers is the most enjoyable aspect of being a sports fan.	MOT10	
One of the main reasons that I watch, read, and/or discuss sports is because most of my friends are sports fans.	MOT11	
I enjoy watching sporting events because to me sports are a form of art.	MOT12	
To me, watching, reading, and/or discussing sports is like daydreaming because it takes me away from life's hassles.	MOT13	
One of the main reasons that I watch, read, and/or discuss sports is I am the kind of person who likes to be with other people.	MOT14	
I enjoy sports because of their entertainment value.	MOT15	
I enjoy watching sports more when I am with a large group of people.	MOT16	
I enjoy watching sports because it increases my self-esteem.	MOT17	Deleted
I like the stimulation I get from watching sports.	MOT18	
I enjoy watching, reading, and/or discussing sports simply because it is a good time.	MOT19	
To me, sports spectating is simply a form of recreation.	MOT20	
To me, my favorite team's successes are my successes and their losses are my losses.	MOT21	Deleted
I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my spouse.	MOT22	
I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my family.	MOT23	

Identification (IDE) has 19 items and three of these items (IDE17, IDE18, and IDE19) are eliminated in EFA (see Table 3.8). After this elimination, KMO score is 0.881 and Bartlett score is significant at $p < 0.05$ level. The identification construct explains a total variance of 79.2 percent.

Table 3.8: Identification Items and Their Description – TR

Original Item	Item Label	Item Deleted
Overall, my team is viewed positively by others.	IDE1	
In general, others respect my team.	IDE2	
Overall, people hold a favorable opinion about my team.	IDE3	
I feel good about being a fan of my team.	IDE4	
In general, I am glad to be a fan of my team.	IDE5	
I am proud to think of myself as a fan of my team.	IDE6	
When someone criticizes my team, it feels like a personal insult.	IDE7	
In general, being associated with the team is an important part of my self-image.	IDE8	
The team I am a fan of is an important reflection of who I am.	IDE9	
When someone compliments my team, it feels like a personal compliment.	IDE10	
What happens to my team will influence what happens in my life.	IDE11	
What happens to my team have an impact on my own life.	IDE12	
In general, changes for my team will change my own life.	IDE13	
I participate in activities supporting my team, such as attending games.	IDE14	
I am actively involved in activities that relate to my team.	IDE15	
I participate in activities with other fans of my team.	IDE16	
I am aware of the tradition and history of my team.	IDE17	Deleted
I know the ins and outs of my team.	IDE18	Deleted
I have knowledge of the successes and failures of my team.	IDE19	Deleted

As presented in Table 3.9, attitudinal loyalty (ALO) has 14 items and ALO9, ALO10, and ALO13 are eliminated in EFA. KMO score is 0,838 and Bartlett score is significant at $p < 0.05$ level. Attitudinal loyalty construct with 11 items explain 58.8 percent of the variance.

Table 3.9: Attitudinal Loyalty Items and Their Description – TR

Original Item	Item Label	Item Deleted
I might rethink my allegiance to my favorite team if this team consistently performs poorly.	ALO1	
I would watch a game featuring my favorite team regardless of which team they are playing.	ALO2	
I would rethink my allegiance to my favorite team if management traded away its best players.	ALO3	
Being a fan of my favorite team is important to me.	ALO4	
Nothing could change my allegiance to my favorite team.	ALO5	
I am a committed fan of my favorite team.	ALO6	
It would not affect my loyalty to my favorite team if management hired a head coach that I disliked very much.	ALO7	
I could easily be persuaded to change my favorite team preference.	ALO8	
I have been a fan of my favorite team since I began watching professional football.	ALO9	Deleted
I could never switch my loyalty from my favorite team even if my close friends were fans of another team.	ALO10	Deleted
It would be unlikely for me to change my allegiance from my current favorite team to another.	ALO11	
It would be difficult to change my beliefs about my favorite team.	ALO12	
You can tell a lot about a person by their willingness to stick with a team that is not performing well.	ALO13	Deleted
My commitment to my favorite team would decrease if they were performing poorly and there appeared little chance their performance would change.	ALO14	

Two items (BLC4 and BLC5) of behavioral loyalty to club (BLC) construct are eliminated in EFA (see Table 3.10). The eight-item-construct with a 0.860 KMO measure has a Bartlett score which is significant at $p < 0.05$ level and it explains a variance of 82.2 percent.

Table 3.10: Behavioral Loyalty to Club Items and Their Description – TR

Original Item	Item Label	Item Deleted
I watch the games of my club in other sport branches.	BLC1	
I go the games of my club in other sport branches.	BLC2	
I follow the games of my club in other sport branches from the media.	BLC3	
I watch the TV channel of my club.	BLC4	Deleted
I buy the magazine of my club.	BLC5	Deleted
I go to the stores of my club.	BLC6	
I do shopping from the stores of my club.	BLC7	
I visit the web site of my club.	BLC8	
I use the things with club logo.	BLC9	

Like BLC, behavioral loyalty to team (BLT) lost two items (BLT1 and BLT10) in EFA (see Table 3.11). Its Bartlett score is significant at $p < 0.05$ level and has a KMO score of 0.904. Although the KMO score is high, the total variance explained by this construct is 59.4 percent which is close to ALO but lower than the other constructs.

Table 3.11: Behavioral Loyalty to Team Items and Their Description – TR

Original Item	Item Label	Item Deleted
If there is a game of my team in my city, I attend.	BLT1	Deleted
I follow my team from the media	BLT2	
I watch matches from TV	BLT3	
I watch soccer talk-shows	BLT4	
I talk to family and friends about my team	BLT5	
I join conversations about my team	BLT6	
I read magazines about my team	BLT7	
I use things with team logo	BLT8	
I follow news from the papers	BLT9	
I listen to matches from the radio	BLT10	Deleted

The final loyalty construct which is conative loyalty (COL) has five items lost one item (COL5) in EFA (see Table 3.12). The KMO score is 0.756 which is lower than other constructs. The Bartlett score is again significant at $p < 0.05$ level. The variance explained by this construct is 73.8 percent.

Table 3.12: Conative Loyalty Items and Their Description – TR

Original Item	Item Label	Item Deleted
I am more likely to attend future games.	COL1	
I am more likely to purchase the team's merchandise.	COL2	
I am more likely to watch the game highlights with other people.	COL3	
I am more likely to buy my team's clothing.	COL4	
I am more likely to support my team.	COL5	Deleted

As presented in Table 3.15, none of the seven items of nationalism construct (NAT) is eliminated in EFA. It has the highest KMO score which is 0.933 and Bartlett score is significant at $p < 0.05$ level. The 86.7 percent of the variance is explained by these seven items.

Table 3.13: Nationalism Items and Their Description – TR

Original Item	Item Label
Watching the team gives me a sense of connection with my fellow countryman.	NAT1
Watching the football team provides a sense of belonging to my nation.	NAT2
Reading about the team provides a sense of belonging to my nation.	NAT3
I enjoy reading about the team because it gives me a sense of pride in my country.	NAT4
Talking about the football team is one way I express my national pride.	NAT5
Watching the football team gives me a feeling of national pride that I do not get from any other activity.	NAT6
When my team is playing, I am proud to be a citizen.	NAT7

Note: No item has been deleted.

3.4.2.3.2 EFA for fans in Germany

As mentioned before, the questionnaire for the fans living in Germany has two additional constructs which are acculturation and ethnic identity. The KMO scores, Bartlett's test of sphericity results, and total variance explained by the construct for the ten constructs - eight of them are the constructs which are also used in Turkey sample

and these two additional constructs - for the fans living in Germany are presented in Table 3.14.

For each construct; the items of the construct, the labels of these items, and whether they are deleted or not in the EFA are presented in the current section.

Table 3.14: Exploratory Factor Analysis (EFA) Results – GER

Construct	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity			Total Variance Explained
		Approx. Chi-Square	df	Sig.	
Fandom	0.767	710.7	10	0.000	67.4%
Motivation	0.752	1471.8	171	0.000	80.6%
Identification	0.901	2796.5	120	0.000	84.8%
Attitudinal Loyalty	0.861	1471.2	55	0.000	80.5%
Behavioral Loyalty to Club	0.823	1319.3	21	0.000	79.8%
Behavioral Loyalty to Team	0.854	831.6	28	0.000	60.9%
Conative Loyalty	0.803	743.4	6	0.000	80.4%
Nationalism	0.811	1495.8	21	0.000	68.4%
Acculturation	0.873	1176.9	15	0.000	74.8%
Ethnic Identity	0.869	961.6	36	0.000	64.1%

None of the five items of fan construct for fans in Germany is eliminated in EFA and the KMO statistic is 0.767 which is slightly below KMO statistic of FAN construct of Turkish fans (See Table 3.15). Bartlett score is significant at $p < 0.05$ level and the total variance explained is 67.4 percent.

Table 3.15: Fan Items and Their Description – GER

Original Item	Item Label
I consider myself a sports fan	FAN 1
My friends see me as a sports fan.	FAN 2
Following sports is the most enjoyable form of entertainment.	FAN 3
My life would be less enjoyable if I couldn't follow sports.	FAN 4
Being a sports fan is very important to me.	FAN 5

Note: No item has been deleted.

As presented in Table 3.16, motivation construct has a KMO statistic of 0.752 and 80.6 percent of the total variance explained. Bartlett score is significant at $p < 0.05$ level and four items (MOT6, MOT8, MOT17, and MOT21) are eliminated in EFA process.

Table 3.16: Motivation Items and Their Description – GER

Original Item	Item Label	Item Deleted
One of the main reasons that I watch, read, and/or discuss sports is that doing so gives me the opportunity to temporarily escape life's problems.	MOT1	
One of the main reasons that I watch, read, and/or discuss sports is so I can bet on the sporting events	MOT2	
One of the main reasons that I watch, read, and/or discuss sports is that I get pumped up when I am watching my favorite teams.	MOT3	
One of the main reasons that I watch, read, and/or discuss sports is for their artistic value.	MOT4	
One of the main reasons that I watch, read, and/or discuss sports is I enjoy the beauty and grace of sports.	MOT5	
One of the main reasons that I watch, read, and/or discuss sports is that I enjoy being physiologically aroused by the competition.	MOT6	Deleted
Sports are enjoyable only if you can bet on the outcome.	MOT7	
One of the main reasons that I watch, read, and/or discuss sports is that doing so makes me feel good when my team wins.	MOT8	Deleted
One of the main reasons that I watch, read, and/or discuss sports is that doing so allows me to forget about my problems.	MOT9	
Making wagers is the most enjoyable aspect of being a sports fan.	MOT10	
One of the main reasons that I watch, read, and/or discuss sports is because most of my friends are sports fans.	MOT11	
I enjoy watching sporting events because to me sports are a form of art.	MOT12	
To me, watching, reading, and/or discussing sports is like daydreaming because it takes me away from life's hassles.	MOT13	
One of the main reasons that I watch, read, and/or discuss sports is I am the kind of person who likes to be with other people.	MOT14	
I enjoy sports because of their entertainment value.	MOT15	
I enjoy watching sports more when I am with a large group of people.	MOT16	
I enjoy watching sports because it increases my self-esteem.	MOT17	Deleted
I like the stimulation I get from watching sports.	MOT18	
I enjoy watching, reading, and/or discussing sports simply because it is a good time.	MOT19	
To me, sports spectating is simply a form of recreation.	MOT20	
To me, my favorite team's successes are my successes and their losses are my losses.	MOT21	Deleted
I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my spouse.	MOT22	
I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my family.	MOT23	

KMO score of IDE construct is 0.901 with a significant Bartlett score at $p < 0.05$ level. The total variance explained ratio is 84.8 percent and as presented in Table 3.17, three items (IDE17, IDE18, and IDE19) is eliminated in EFA and remained 16 items.

Table 3.17: Identification Items and Their Description – GER

Original Item	Item Label	Item Deleted
Overall, my team is viewed positively by others.	IDE1	
In general, others respect my team.	IDE2	
Overall, people hold a favorable opinion about my team.	IDE3	
I feel good about being a fan of my team.	IDE4	
In general, I am glad to be a fan of my team.	IDE5	
I am proud to think of myself as a fan of my team.	IDE6	
When someone criticizes my team, it feels like a personal insult.	IDE7	
In general, being associated with the team is an important part of my self-image.	IDE8	
The team I am a fan of is an important reflection of who I am.	IDE9	
When someone compliments my team, it feels like a personal compliment.	IDE10	
What happens to my team will influence what happens in my life.	IDE11	
What happens to my team have an impact on my own life.	IDE12	
In general, changes for my team will change my own life.	IDE13	
I participate in activities supporting my team, such as attending games.	IDE14	
I am actively involved in activities that relate to my team.	IDE15	
I participate in activities with other fans of my team.	IDE16	
I am aware of the tradition and history of my team.	IDE17	Deleted
I know the ins and outs of my team.	IDE18	Deleted
I have knowledge of the successes and failures of my team.	IDE19	Deleted

As presented in Table 3.18, attitudinal loyalty construct has 11 items remaining (ALO9, ALO10, and ALO13 are eliminated in EFA) and the KMO score is 0,863. The total variance explained ratio is 64.5 percent and Bartlett score is significant at $p < 0.05$ level.

Table 3.18: Attitudinal Loyalty Items and Their Description – GER

Original Item	Item Label	Item Deleted
I might rethink my allegiance to my favorite team if this team consistently performs poorly.	ALO1	
I would watch a game featuring my favorite team regardless of which team they are playing.	ALO2	
I would rethink my allegiance to my favorite team if management traded away its best players.	ALO3	
Being a fan of my favorite team is important to me.	ALO4	
Nothing could change my allegiance to my favorite team.	ALO5	
I am a committed fan of my favorite team.	ALO6	
It would not affect my loyalty to my favorite team if management hired a head coach that I disliked very much.	ALO7	
I could easily be persuaded to change my favorite team preference.	ALO8	
I have been a fan of my favorite team since I began watching professional football.	ALO9	Deleted
I could never switch my loyalty from my favorite team even if my close friends were fans of another team.	ALO10	Deleted
It would be unlikely for me to change my allegiance from my current favorite team to another.	ALO11	
It would be difficult to change my beliefs about my favorite team.	ALO12	
You can tell a lot about a person by their willingness to stick with a team that is not performing well.	ALO13	Deleted
My commitment to my favorite team would decrease if they were performing poorly and there appeared little chance their performance would change.	ALO14	

There are seven items remaining for behavioral loyalty to club construct after EFA where BLC4 and BLC5 are eliminated (see Table 3.19). The KMO score is 0.861 where the Bartlett score is significant at $p < 0.05$ level. The total variance explained ratio is 80.5 percent for BLC construct.

Table 3.19: Behavioral Loyalty to Club Items and Their Description – GER

Original Item	Item Label	Item Deleted
I watch the games of my club in other sport branches.	BLC1	
I go the games of my club in other sport branches.	BLC2	
I follow the games of my club in other sport branches from the media.	BLC3	
I watch the TV channel of my club.	BLC4	Deleted
I buy the magazine of my club.	BLC5	Deleted
I go to the stores of my club.	BLC6	
I do shopping from the stores of my club.	BLC7	
I visit the web site of my club.	BLC8	
I use the things with club logo.	BLC9	

The KMO score of behavioral loyalty to team construct is 0.854 with the remaining seven items in the EFA where BLT1 and BLT10 are eliminated (see Table 3.20). The Bartlett score is significant at $p < 0.05$ level and the total variance explained by this construct is 60.9 percent.

Table 3.20: Behavioral Loyalty to Team Items and Their Description – GER

Original Item	Item Label	Item Deleted
If there is a game of my team in my city, I attend.	BLT1	Deleted
I follow my team from the media	BLT2	
I watch matches from TV	BLT3	
I watch soccer talk-shows	BLT4	
I talk to family and friends about my team	BLT5	
I join conversations about my team	BLT6	
I read magazines about my team	BLT7	
I use things with team logo	BLT8	
I follow news from the papers	BLT9	
I listen to matches from the radio	BLT10	Deleted

As presented in Table 3.21, COL5 item of conative loyalty construct is eliminated in EFA. With the four items remaining, the KMO score is 0.803 and the Bartlett score is significant at $p < 0.05$ level. The total variance explained is 80.4 percent.

Table 3.21: Conative Loyalty Items and Their Description – GER

Original Item	Item Label	Item Deleted
I am more likely to attend future games.	COL1	
I am more likely to purchase the team's merchandise.	COL2	
I am more likely to watch the game highlights with other people.	COL3	
I am more likely to buy my team's clothing.	COL4	
I am more likely to support my team.	COL5	Deleted

Nationalism construct has no eliminated items (see Table 3.22) and the KMO score which is 0.811 and Bartlett score is significant at $p < 0.05$ level. The total variance is explained by the seven items is 68.4 percent.

Table 3.22: Nationalism Items and Their Description – GER

Original Item	Item Label
Watching the team gives me a sense of connection with my fellow countryman.	NAT1
Watching the football team provides a sense of belonging to my nation.	NAT2
Reading about the team provides a sense of belonging to my nation.	NAT3
I enjoy reading about the team because it gives me a sense of pride in my country.	NAT4
Talking about the football team is one way I express my national pride.	NAT5
Watching the football team gives me a feeling of national pride that I do not get from any other activity.	NAT6
When my team is playing, I am proud to be a citizen.	NAT7

Note: No item has been deleted.

Acculturation is one of the additional constructs that takes place in the questionnaire for fans living in Germany. As presented in Table 3.23, acculturation has six items and none of them are eliminated in EFA. The KMO score is 0.873 with a total variance explained ratio of 74.8 percent. The Bartlett score is significant at $p < 0.05$.

Table 3.23: Acculturation Items and Their Description (Germany)

Original Item	Item Label
I am proud of being a German citizen.	ACC1
I think of myself as being German citizen.	ACC2
I feel that I am a part of German culture	ACC3
Being German citizen plays an important part of my life	ACC4
I feel good about being German citizen	ACC5
I have a strong sense of being German citizen.	ACC6

Note: No item has been deleted.

The second additional construct for fans living in Germany is ethnical identity which has ten items. One of them (ETH5) is eliminated in EFA (see Table 3.24) which has a KMO score of 0.869. The Bartlett score is significant at $p < 0.05$ and the total variance explained ratio is 64.1 percent.

Table 3.24: Ethnical Identity Items and Their Description – GER

Original Item	Item Label	Item Deleted
I am a person who identifies with the Turkish group	ETH1	
I am a person who considers the Turkish group important	ETH2	
I am a person who tries to hide belonging to the Turkish group	ETH3	
I am a person who sees myself as belonging to the Turkish group	ETH4	
I am a person who criticizes the Turkish group	ETH5	Deleted
I am a person who feels held back by the Turkish group	ETH6	
I am a person who makes excuses for belonging to the Turkish group	ETH7	
I am a person who feels strong ties with the Turkish group	ETH8	
I am a person who is annoyed to say I'm a member of the Turkish group	ETH9	
I am a person who is glad to belong to the Turkish group	ETH10	

3.4.2.4 Confirmatory factor analysis

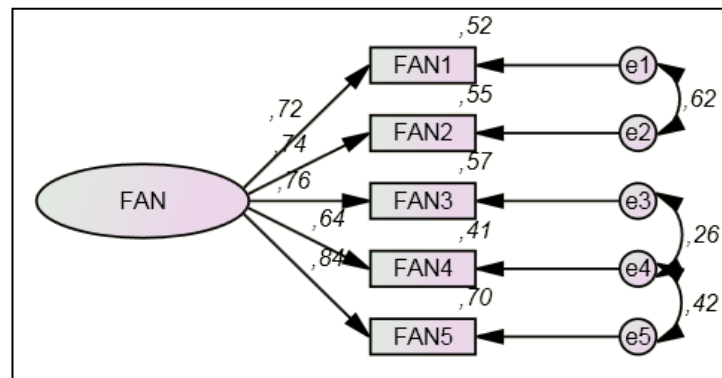
Confirmatory factor analysis is explained in detail in the section 3.3.5.3. CFA is done via AMOS 6.0 for both fans in Turkey and fans in Germany. The results are presented in the current section respectively.

3.4.2.4.1 CFA for fans in Turkey

CFA of the constructs used for the fans in Turkey is presented in detail in this section. Ant the summary of the CFA results of all constructs is presented in a table at the end of the section.

As mentioned in the previous section, fandom construct consists of five items and none of them are eliminated in EFA. Figure 3.5 shows us that all items are statistically significant ($p < 0.001$) and loaded on this factor. The chi-square goodness-of-fit is statistically significant ($p = .101$). Other goodness-of-fit indices are: Cmin/df=2.293, GFI=.995, AGFI=.964, CFI=.998, NFI=.996, TLI=.989, RMSEA=.059. These indices are sufficient and within the recommended level.

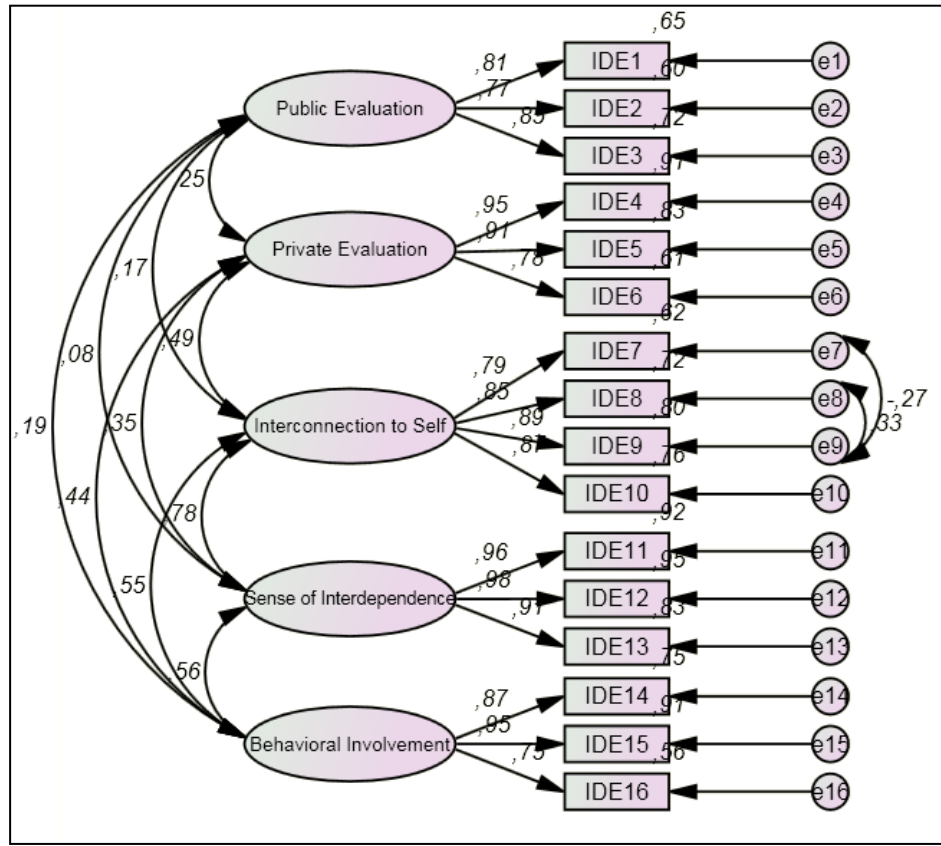
Figure 3.5: CFA for Fandom – TR



Chi-square=4.587, p-value=.101, Cmin/df=2.293, GFI=.995, AGFI=.964, CFI=.998, NFI=.996, TLI=.989, RMSEA=.059

Identification construct consist of six factors which are public evaluation, private evaluation, interconnection to self, sense of interdependence, behavioral involvement, and cognitive awareness. However, in EFA three items (IDE17, IDE18, and IDE19) are eliminated and these items are used to measure cognitive awareness. So; in CFA, we have five dimensions of identification. As presented in Figure 3.6, all items are statistically significant ($p < 0.001$) and loaded highly on these factors. Although the chi-square goodness-of-fit is statistically not significant ($p = .000$), the other goodness-of-fit indices show that the data fits well: Cmin/df=2.348, GFI=.934, AGFI=.901, CFI=.975, NFI=.958, TLI=.968, RMSEA=.060.

Figure 3.6: CFA for Identification – TR

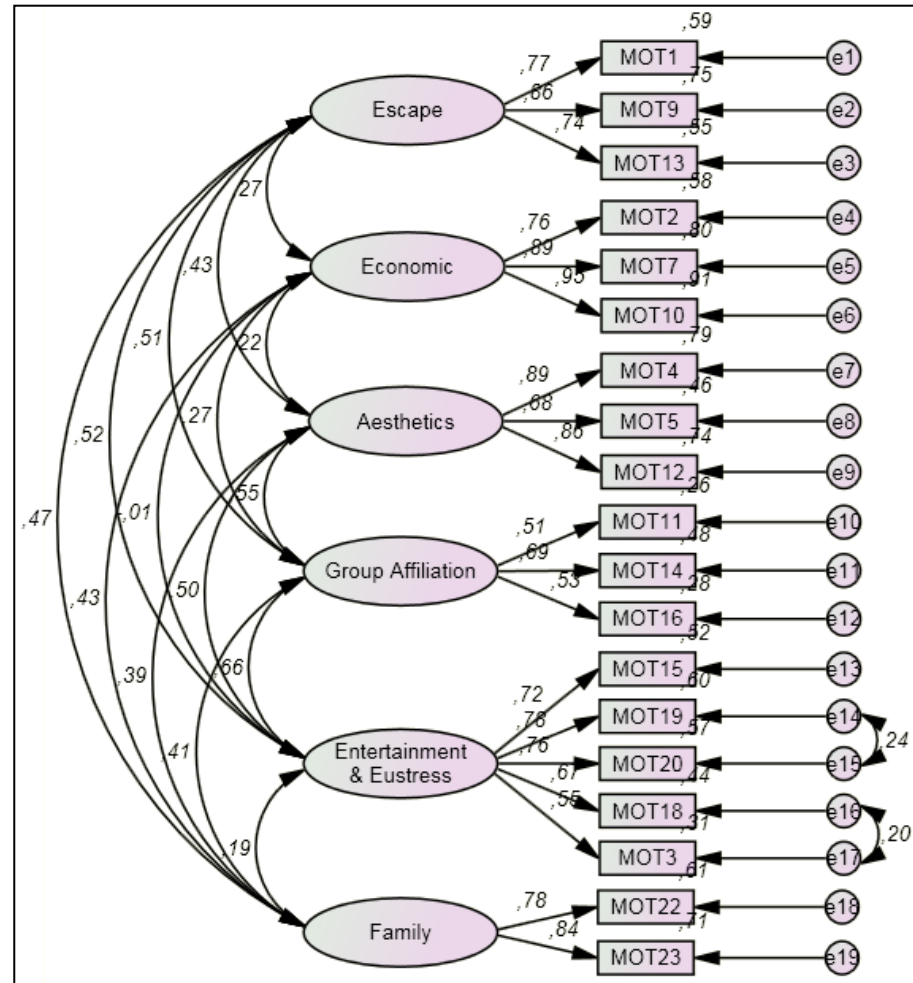


Chi-square=175.870, p-value=.000, Cmin/df=2.348, GFI=.934, AGFI=.901, CFI=.975, NFI=.958, TLI=.968, RMSEA=.060

As mentioned in Chapter 2, motivation consists of eight factors which are escape, economic, group affiliation, eustress, entertainment, aesthetic, self-esteem, and finally family. In EFA, four items (MOT6, MOT8, MOT17, and MOT21) are eliminated. Except MOT6, other three items are used to measure self-esteem. So; self-esteem is eliminated. MOT6 is used to measure eustress, and with its elimination other two items of eustress (MOT3 and MOT18) are combined with the items of entertainment.

As shown in Figure 3.7, all items are statistically significant ($p < 0.001$) and loaded on these factors. However, as in the case of identification, the chi-square goodness-of-fit is statistically not significant ($p = .000$). On the other side, the other goodness-of-fit are: Cmin/df=2.382, GFI=.924, AGFI=.886, CFI=.958, NFI=.938, TLI=.935, RMSEA=.073. These indices are acceptable and within the recommended level.

Figure 3.7: CFA for Motivation – TR

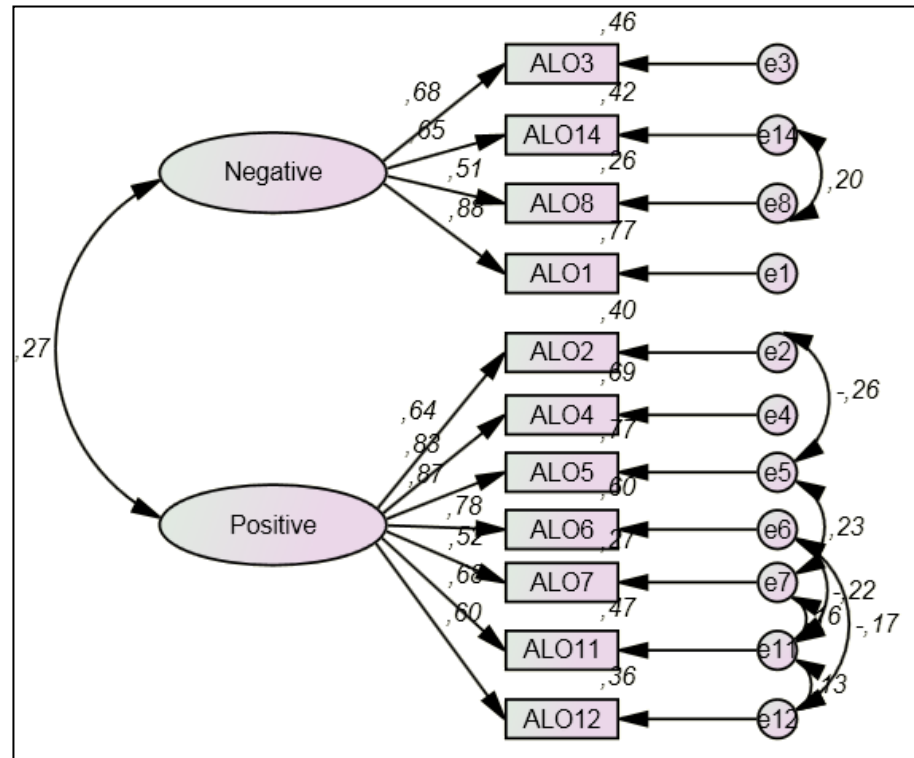


Chi-square=359.621, p-value=.000, Cmin/df=2.382, GFI=.924, AGFI=.886, CFI=.958, NFI=.938, TLI=.935, RMSEA=.073

Attitudinal loyalty consists of 14 items, but three of them (ALO9, ALO10, and ALO13) are eliminated in EFA. This construct is presented with just one factor in the literature, but in the current study it described with two factors in the CFA. The negative items are grouped together, although these items are recoded before the study. So, as presented in Figure 3.8, attitudinal loyalty has two factors which are called positive and negative.

All items are statistically significant ($p < 0.001$) and loaded on these factors. However, as in the case of identification and motivation, the chi-square goodness-of-fit is statistically not significant ($p = .000$). The other goodness-of-fit are: Cmin/df=3.015, GFI=.952, AGFI=.912, CFI=.958, NFI=.938, TLI=.935, RMSEA=.073. These indices are sufficient and within the recommended level.

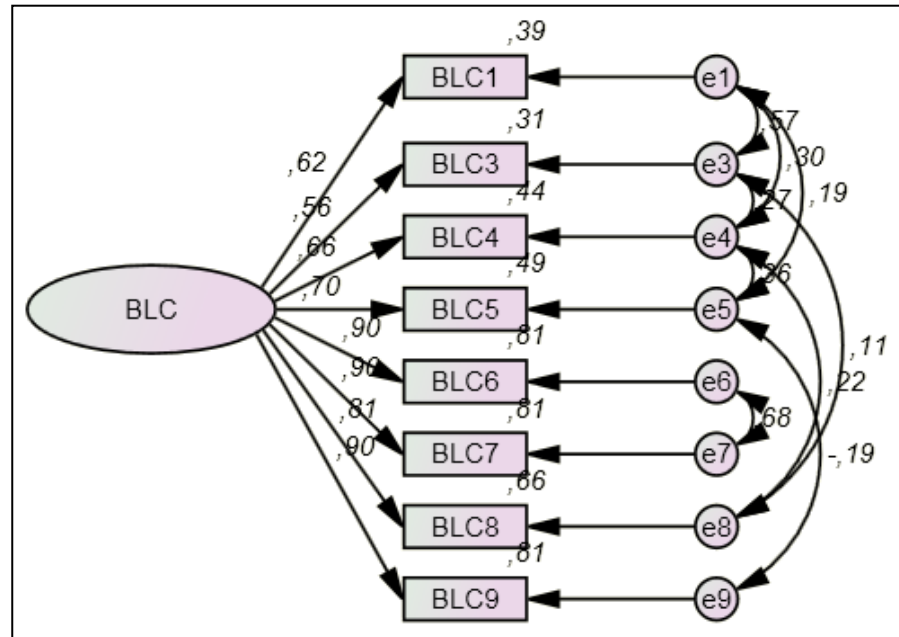
Figure 3.8: CFA for Attitudinal Loyalty – TR



Chi-square=108.542, p-value=.000, Cmin/df=3.015, GFI=.952, AGFI=.912, CFI=.958, NFI=.938, TLI=.935, RMSEA=.073

As explained in the previous section, behavioral loyalty to club construct consists of nine items and just one of them (BLC2) is eliminated in EFA. Figure 3.9 shows us that all items are statistically significant ($p < 0.001$) and loaded on this factor. The chi-square goodness-of-fit is statistically significant ($p = .064$). Other goodness-of-fit indices are: Cmin/df=1.715, GFI=.988, AGFI=.961, CFI=.997, NFI=.993, TLI=.992, RMSEA=.044. These indices are sufficient enough and within the recommended level of 'good' fit.

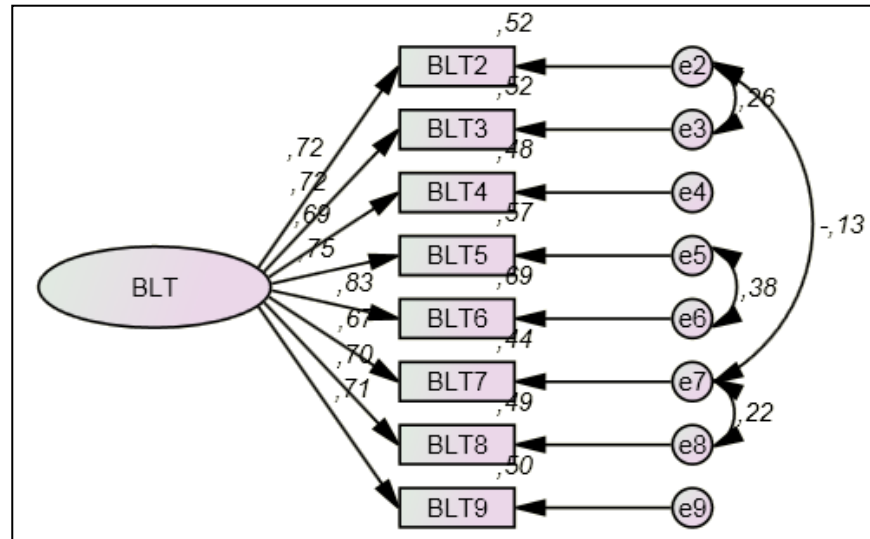
Figure 3.9: CFA for Behavioral Loyalty to Club – TR



Chi-square=18.861, p-value=.064, Cmin/df=1.715, GFI=.988, AGFI=.961, CFI=.997, NFI=.993, TLI=.992, RMSEA=.044

Behavioral loyalty to team construct has ten items and BLT1 and BLT10 are eliminated in EFA. All items are statistically significant ($p < 0.001$) and highly loaded on this factor (see Figure 3.10). The chi-square goodness-of-fit is statistically significant ($p = .112$). Other goodness-of-fit indices are: Cmin/df=1.443, GFI=.985, AGFI=.966, CFI=.995, NFI=.986, TLI=.992, RMSEA=.034. These indices are sufficient enough and within the recommended level of 'good' fit.

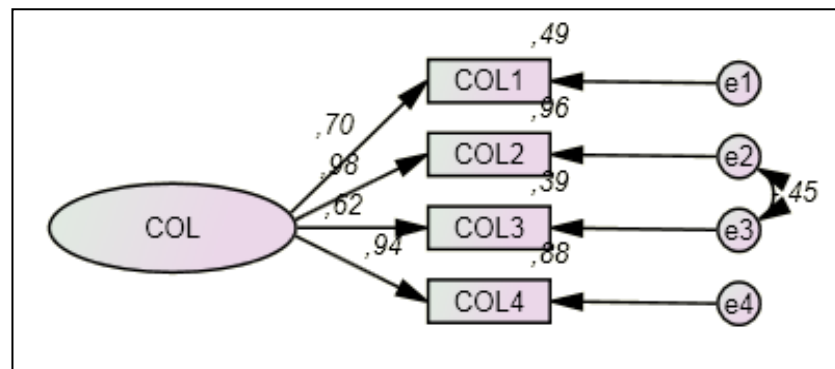
Figure 3.10: CFA for Behavioral Loyalty to Team – TR



Chi-square=23.083, p-value=.112, Cmin/df=1.443, GFI=.985, AGFI=.966, CFI=.995, NFI=.986, TLI=.992, RMSEA=.034

Conative loyalty construct has five items and COL5 is eliminated in EFA. As it can be seen in Figure 3.11, all items are statistically significant ($p < 0.001$) and highly loaded on this factor. The chi-square goodness-of-fit is statistically significant ($p = .272$). Other goodness-of-fit indices are: Cmin/df=1.300, GFI=.996, AGFI=.979, CFI=.999, NFI=.997, TLI=.997, RMSEA=.028. These indices are sufficient enough and within the recommended level of ‘good’ fit.

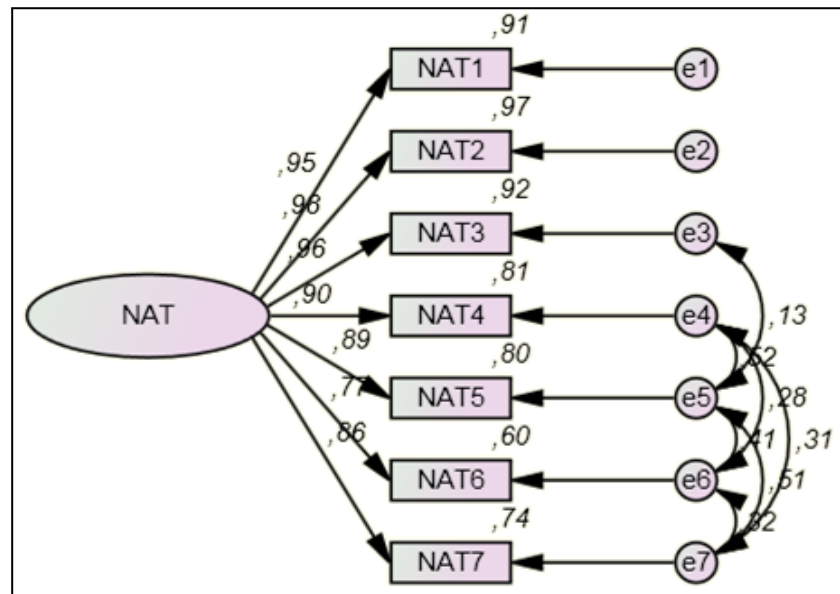
Figure 3.11: CFA for Conative Loyalty – TR



Chi-square=1.263, p-value=.272, Cmin/df=1.300, GFI=.996, AGFI=.979, CFI=.999, NFI=.997, TLI=.997, RMSEA=.028

Nationalism is the second construct that has not lost any of its items. All items are statistically significant ($p < 0.001$) and very highly loaded on this factor (see Figure 3.12). The chi-square goodness-of-fit is statistically significant ($p = .070$). Other goodness-of-fit indices are: $Cmin/df = 1.870$, $GFI = .990$, $AGFI = .961$, $CFI = .998$, $NFI = .997$, $TLI = .995$, $RMSEA = .048$. These indices are sufficient enough and within the recommended level of ‘good’ fit.

Figure 3.12: CFA for Nationalism of Fans – TR



Chi-square=13.089, p-value=.070, $Cmin/df = 1.870$, $GFI = .990$, $AGFI = .961$, $CFI = .998$, $NFI = .997$, $TLI = .995$, $RMSEA = .048$

The summary of the CFA results of the constructs used for fans in Turkey is presented in Table 3.25. All of the eight constructs have satisfactory goodness-of-fit indices. CMI/df values are less than 5. All GFI , CFI , NFI , and TLI values are greater than .90 which is the baseline for an acceptable fit. All $AGFI$ values are greater than .85 which is also the level for an acceptable level of fit. However, while the chi-square goodness-of-fit for fandom, behavioral loyalty to club, behavioral loyalty to team, conative loyalty, and nationalism are not statistically significant, it is statistically significant for motivation, identification, and attitudinal loyalty constructs which have a p-value of .000.

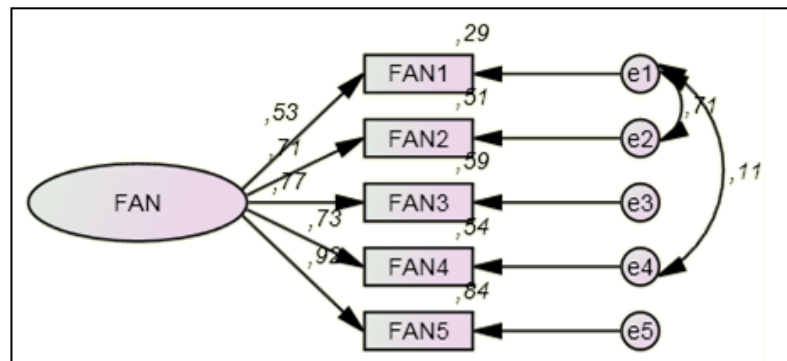
Table 3.25: Summary of CFA – TR

	FAN	MOT	IDE	ALO	BLC	BLT	COL	NAT
Probability Level	0.101	0.000	0.000	0.000	0.064	0.112	0.272	0.070
CMI/df	2.293	2.348	2.382	3.015	1.715	1.443	1.300	1.870
GFI	0.995	0.934	0.924	0.952	0.988	0.985	0.996	0.990
AGFI	0.964	0.901	0.886	0.912	0.961	0.966	0.979	0.961
CFI	0.998	0.975	0.958	0.958	0.997	0.995	0.999	0.998
NFI	0.996	0.958	0.938	0.938	0.993	0.986	0.997	0.997
TLI	0.989	0.968	0.935	0.935	0.992	0.982	0.997	0.995
RMSEA	0.059	0.060	0.073	0.073	0.044	0.034	0.028	0.048

3.4.2.4.2 CFA for fans in Germany

CFA of the constructs used for the fans in Germany is presented in detail in this section. Ant the summary of the CFA results of all constructs is presented in a table at the end of the section.

Figure 3.13 shows us that all items of fandom construct are statistically significant ($p < 0.001$) and loaded on this factor. The chi-square goodness-of-fit is statistically significant ($p = .278$). Other goodness-of-fit indices are: Cmin/df=1.280, GFI=.994, AGFI=.964, CFI=.999, NFI=.991, TLI=.993, RMSEA=.035. These indices are sufficient and within the recommended level of ‘good fit’.

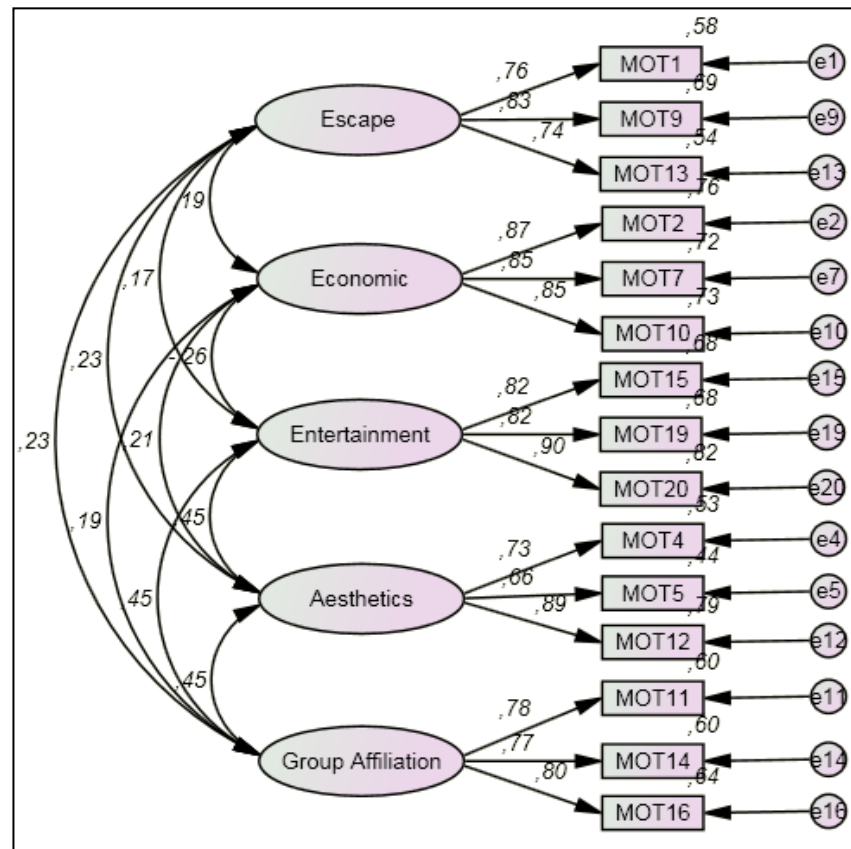
Figure 3.13: CFA for Fandom – GER

Chi-square=3.840, p-value=.278, Cmin/df=1.280, GFI=.994, AGFI=.964, CFI=.999, NFI=.991, TLI=.993, RMSEA=.035

Motivation construct has eight factors but self-esteem is eliminated in EFA since all of its items are eliminated. In CFA, MOT3 and MOT18 are also eliminated since their loadings are less than .050. So, the all items of eustress are eliminated. In addition to this, variance estimate for e22 which is the error term for MOT22 is not significantly different from zero ($p=.163$) at the 0.05 level (two-tailed) and the covariance between FAM and ENT is not significantly different from zero ($p=.662$) at the 0.05 level (two-tailed). Because of these statistics, family construct which is measured with MOT21 and MOT22 is eliminated in CFA. The final model is shown in Figure 3.14.

All remaining items of motivation construct are statistically significant ($p<0.001$) and loaded highly on the factors. The chi-square goodness-of-fit is statistically not significant ($p=.000$). Other goodness-of-fit indices are: Cmin/df=2.016, GFI=.911, AGFI=.866, CFI=.950, NFI=.906, TLI=.934, RMSEA=.069. These indices are sufficient and within the recommended level.

Figure 3.14: CFA for Motivation – GER

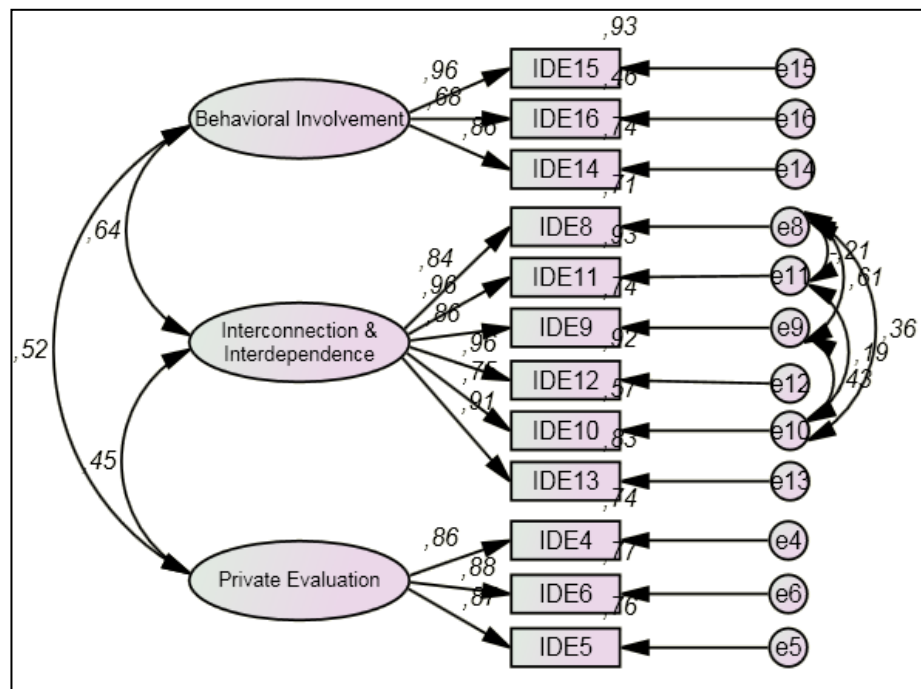


Chi-square=161.280, p-value=.000, Cmin/df=2.016, GFI=.911, AGFI=.866, CFI=.950, NFI=.906, TLI=.934, RMSEA=.069

Identification construct consist of six factors which are public evaluation, private evaluation, interconnection to self, sense of interdependence, behavioral involvement, and cognitive awareness. However, in EFA three items (IDE17, IDE18, and IDE19) are eliminated and these items are used to measure cognitive awareness. In CFA, it is seen that the covariance between public evaluation and all other factors are significantly not different from zero. The p-values for the covariance between public evaluation and private evaluation, interconnection to self, behavioral involvement, and sense of interdependence are .580, .167, .096, and .620 respectively. So, as a result, public evaluation factor is eliminated. Also, IDE7 is eliminated since its loading is below .50. Finally, interconnection to self and sense of interdependence are combined.

As presented in Figure 3.15, all items are statistically significant ($p < 0.001$) and loaded highly on these factors. Although the chi-square goodness-of-fit is statistically not significant ($p = .000$) as it is in motivation construct. The other goodness-of-fit indices are: $C_{min}/df = 2.280$, $GFI = .901$, $AGFI = .858$, $CFI = .961$, $NFI = .939$, $TLI = .950$, $RMSEA = .079$. These indices are sufficient and within the recommended level.

Figure 3.15: CFA for Identification – GER

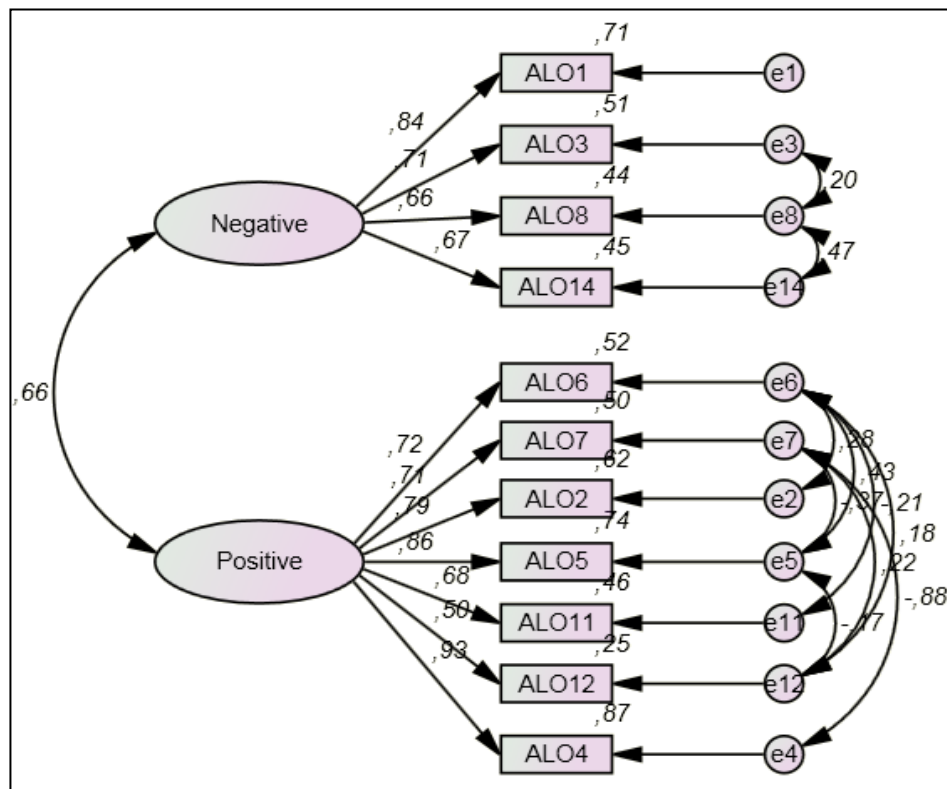


Chi-square=104.880, p-value=.000, $C_{min}/df = 2.280$, $GFI = .901$, $AGFI = .858$, $CFI = .961$, $NFI = .939$, $TLI = .950$, $RMSEA = .079$

Attitudinal loyalty consists of 14 items, but three of them (ALO9, ALO10, and ALO13) are eliminated in EFA. This construct is presented with just one factor in the literature, but in the current study it described with two factors in the CFA. The negative items are grouped together, although these items are recoded before the study. So, as presented in Figure 3.16, attitudinal loyalty has two factors which are called positive and negative.

All items are statistically significant ($p < 0.001$) and loaded on these factors. However, as in the case of identification and motivation, the chi-square goodness-of-fit is statistically not significant ($p = .000$). The other goodness-of-fit are: $Cmin/df = 1.606$, $GFI = .957$, $AGFI = .915$, $CFI = .986$, $NFI = .964$, $TLI = .976$, $RMSEA = .053$. These indices are sufficient and within the recommended level.

Figure 3.16: CFA for Attitudinal Loyalty – GER

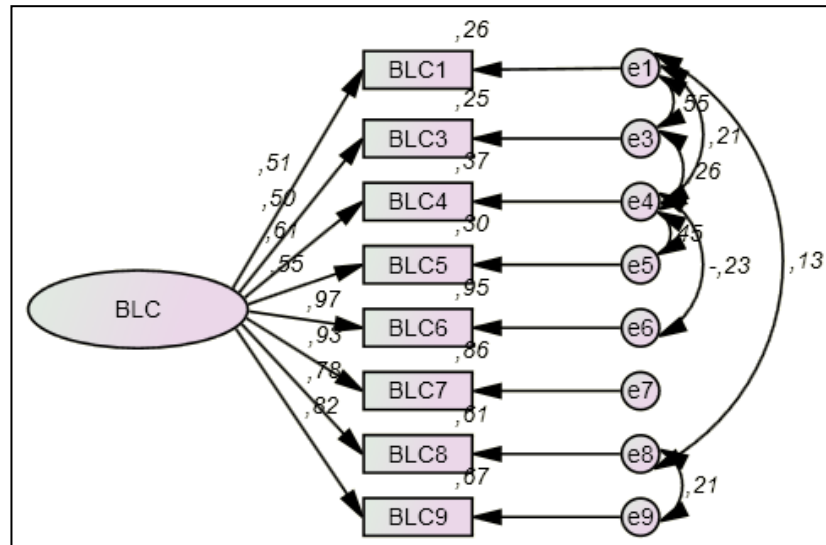


Chi-square=52.998, p-value=.015, $Cmin/df = 1.606$, $GFI = .957$, $AGFI = .915$, $CFI = .986$, $NFI = .964$, $TLI = .976$, $RMSEA = .053$

As explained before, behavioral loyalty to club construct consists of nine items and just one of them (BLC2) is eliminated in EFA. Figure 3.17 shows us that all items are

statistically significant ($p < 0.001$) and loaded on this factor. The chi-square goodness-of-fit is statistically significant ($p = .122$). Other goodness-of-fit indices are: Cmin/df=1.467, GFI=.980, AGFI=.944, CFI=.995, NFI=.984, TLI=.988, RMSEA=.046. These indices are sufficient enough and within the recommended level of ‘good’ fit.

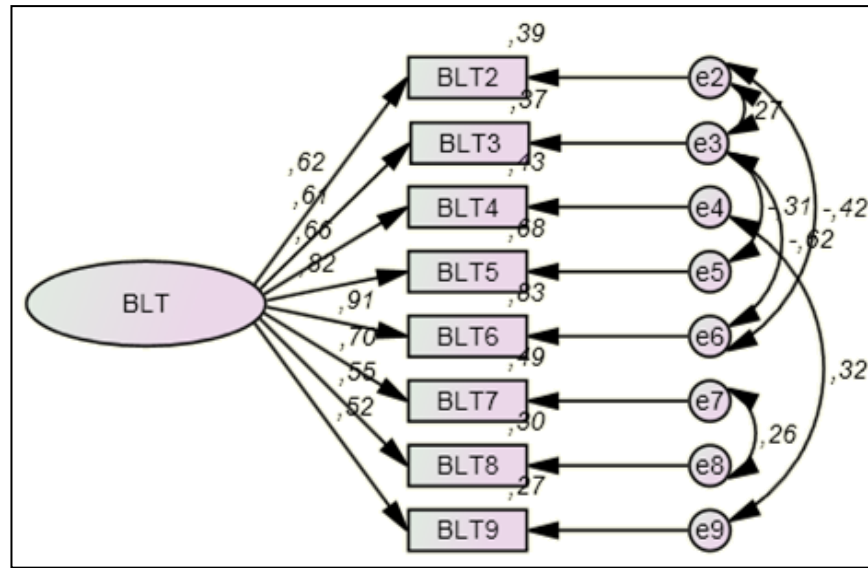
Figure 3.17: CFA for Behavioral Loyalty to Club – GER



Chi-square=19.071, p-value=.122, Cmin/df=1.467, GFI=.980, AGFI=.944, CFI=.995, NFI=.984, TLI=.988, RMSEA=.046

Behavioral loyalty to team construct has ten items and BLT1 and BLT10 are eliminated in EFA. Figure 3.18 presents that all items are statistically significant ($p < 0.001$) and loaded on this factor. The chi-square goodness-of-fit is statistically significant ($p = .150$). Other goodness-of-fit indices are: Cmin/df=1.394, GFI=.977, AGFI=.944, CFI=.993, NFI=.974, TLI=.984, RMSEA=.042. These indices are sufficient enough and within the recommended level of ‘good’ fit.

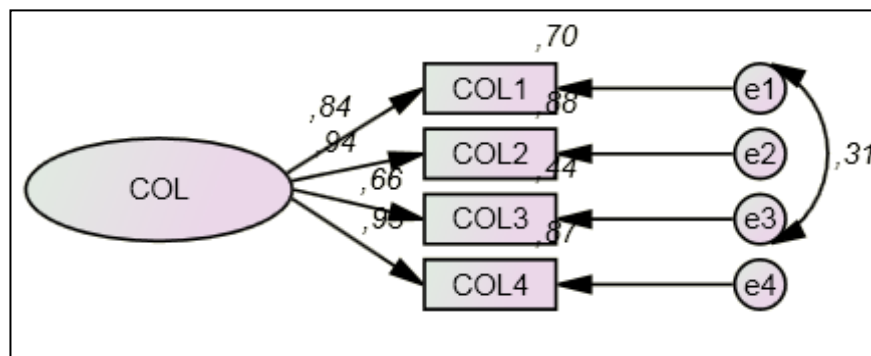
Figure 3.18: CFA for Behavioral Loyalty to Team – GER



Chi-square=19.516, p-value=.150, Cmin/df=1.394, GFI=.977, AGFI=.944, CFI=.993, NFI=.974, TLI=.984, RMSEA=.042

Conative loyalty construct has five items and COL5 is eliminated in EFA. As it can be seen in Figure 3.19, all items are statistically significant ($p < 0.001$) and highly loaded on this factor. The chi-square goodness-of-fit is statistically significant ($p = .176$). Other goodness-of-fit indices are: Cmin/df=1.634, GFI=.992, AGFI=.954, CFI=.998, NFI=.994, TLI=.992, RMSEA=.053. These indices are sufficient enough and within the recommended level of ‘good’ fit.

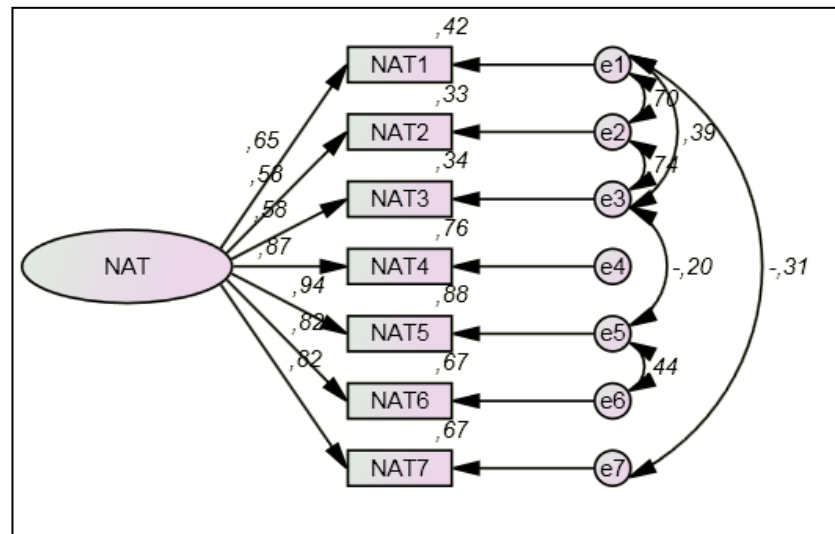
Figure 3.19: CFA for Conative Loyalty – GER



Chi-square=1.634, p-value=.176, Cmin/df=1.634, GFI=.992, AGFI=.954, CFI=.998, NFI=.994, TLI=.992, RMSEA=.053

Nationalism is the second construct for sample from Germany that has not lost any of its items. All items are statistically significant ($p < 0.001$) and very highly loaded on this factor (see Figure 3.20). The chi-square goodness-of-fit is statistically significant ($p = .142$). Other goodness-of-fit indices are: Cmin/df=1.534, GFI=.985, AGFI=.944, CFI=.997, NFI=.992, TLI=.992, RMSEA=.047. These indices are sufficient enough and within the recommended level of ‘good’ fit.

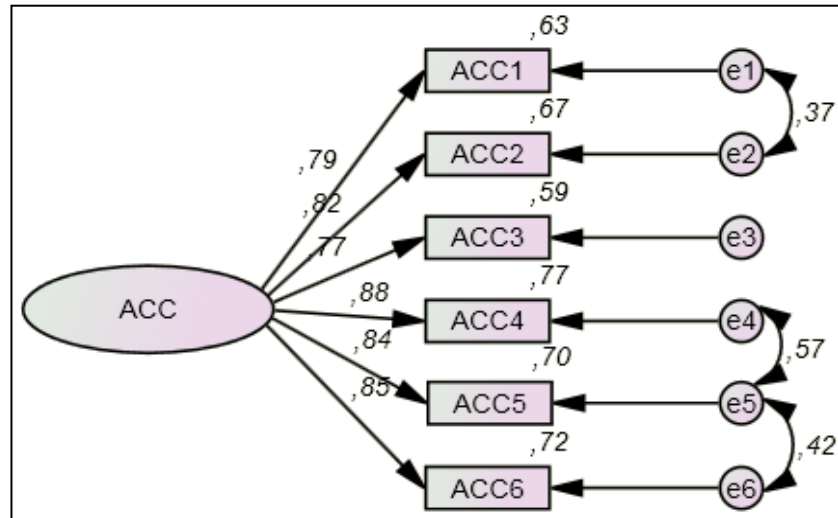
Figure 3.20: CFA for Nationalism – GER



Chi-square=12.272, p-value=.142, Cmin/df=1.534, GFI=.985, AGFI=.944, CFI=.997, NFI=.992, TLI=.992, RMSEA=.047

Acculturation is another construct that keeps all of its items after EFA. As presented in Figure 3.21, all items are statistically significant ($p < 0.001$) and very highly loaded on this factor. The chi-square goodness-of-fit is statistically significant ($p = .338$). Other goodness-of-fit indices are: Cmin/df=1.145, GFI=.988, AGFI=.962, CFI=.998, NFI=.994, TLI=.997, RMSEA=.025. These indices are sufficient enough and within the recommended level of ‘good’ fit.

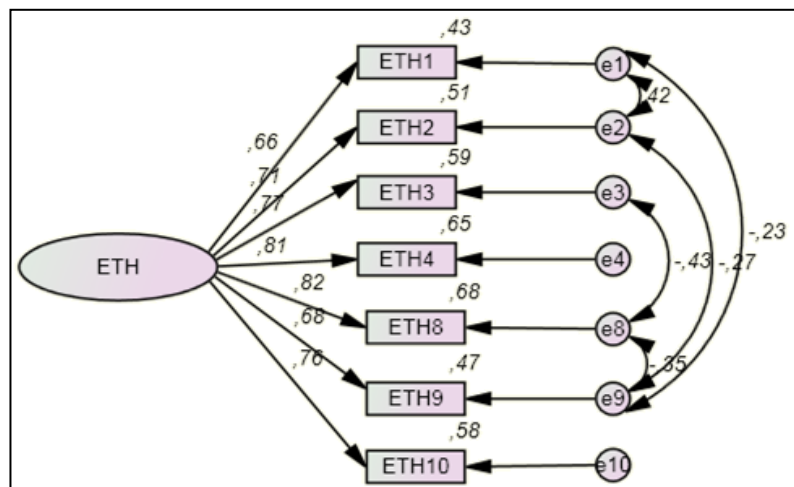
Figure 3.21: CFA for Acculturation – GER



Chi-square=6.870, p-value=.338, Cmin/df=1.145, GFI=.988, AGFI=.962, CFI=.998, NFI=.994, TLI=.997, RMSEA=.025

Ethnic identity is the final construct for the sample from Germany. ETH5 is the only item that is eliminated in EFA. In CFA, ETH6 and ETH7 are also eliminated since their loadings are below .50. As presented in Figure 3.22, all remaining items are statistically significant ($p < 0.001$) and very highly loaded on this factor. The chi-square goodness-of-fit is statistically significant ($p = .246$). Other goodness-of-fit indices are: Cmin/df=1.273, GFI=.985, AGFI=.954, CFI=.997, NFI=.985, TLI=.993, RMSEA=.036. These indices are sufficient enough and within the recommended level of ‘good’ fit.

Figure 3.22: CFA for Ethnic Identity – GER



Chi-square=11.457, p-value=.246, Cmin/df=1.273, GFI=.985, AGFI=.954, CFI=.997, NFI=.985, TLI=.993, RMSEA=.036

The summary of the CFA results of the constructs used for fans in Germany is presented in Table 3.26.

Table 3.26: Summary of CFA – GER

	FAN	MOT	IDE	ALO	BLC	BLT	COL	NAT	ACC	ETH
Probability Level	0.278	0.000	0.000	0.015	0.122	0.150	0.176	0.142	0.338	0.246
CMI/df	1.280	2.016	2.280	1.606	1.467	1.394	1.634	1.534	1.145	1.243
GFI	0.994	0.911	0.901	0.957	0.980	0.977	0.992	0.985	0.988	0.985
AGFI	0.964	0.866	0.858	0.915	0.944	0.944	0.954	0.944	0.962	0.954
CFI	0.999	0.950	0.961	0.986	0.995	0.993	0.998	0.997	0.998	0.997
NFI	0.991	0.906	0.939	0.964	0.984	0.974	0.994	0.992	0.994	0.985
TLI	0.993	0.934	0.950	0.976	0.988	0.984	0.992	0.992	0.997	0.993
RMSEA	0.035	0.069	0.079	0.053	0.046	0.042	0.053	0.047	0.025	0.036

All of the ten constructs have satisfactory goodness-of-fit indices. CMI/df values are less than 5. All GFI, CFI, NFI, and TLI values are greater than .90 which is the baseline for an acceptable fit. All AGFI values are also greater than .85 which is the level for an acceptable level of fit. However, while the chi-square goodness-of-fit for fandom, behavioral loyalty to club, behavioral loyalty to team, conative loyalty, nationalism, ethnic identity, and acculturation are not statistically significant, it is statistically significant for motivation, identification, and attitudinal loyalty constructs which have a p-value lower than 0.05.

3.4.2.5 Path analysis

As mentioned in section 3.3.5.5, path analysis with composite variables is used to test the proposed models in the current study. Although it has some disadvantages like giving less detail, reflecting the effect of items in the construct equally (Rowe, 2002), and having no error terms for composite variables (Coffman and MacCallum, 2005); the main advantage is that it summarizes complex and multidimensional issues (Trinchera and Russolillo, 2010).

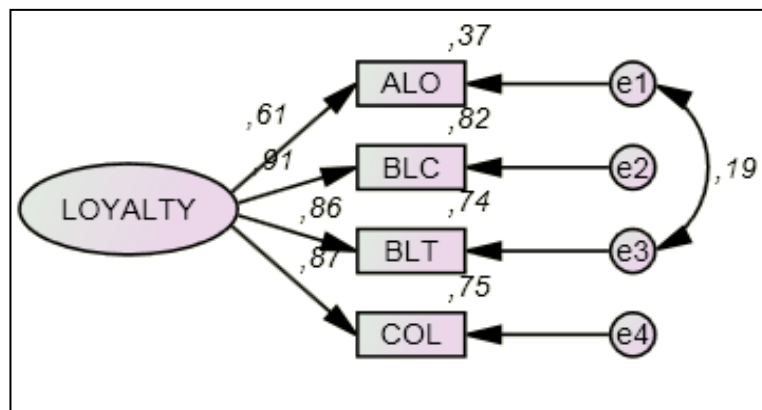
The current study has eight constructs for Turkey with nearly hundred items and ten constructs for Germany with more than hundred items. Also, motivation, and identification constructs have six and eight dimensions respectively. Besides, for measuring loyalty, four different constructs which are attitudinal loyalty, behavioral loyalty to team, behavioral loyalty to club, and conative loyalty are used. With all these issues, as Trinchera and Russolillo (2010) stated, path analysis with composite variables is a reasonable method to test the models proposed.

Since loyalty is shown as a single construct in the path models of the current study (see Figure 3.3 and Figure 3.4), a CFA is done for the loyalty construct which consists of the four loyalty constructs which are attitudinal loyalty, behavioral loyalty to team, behavioral loyalty to club, and conative loyalty.

3.4.2.5.1 Path analysis for fans in Turkey

As presented in Figure 3.23, the four items are statistically significant ($p < 0.001$) and very highly loaded on loyalty factor for fans in Turkey. The chi-square goodness-of-fit is statistically significant ($p = .108$). Other goodness-of-fit indices are: $Cmin/df = 2.591$, $GFI = .997$, $AGFI = .966$, $CFI = .998$, $NFI = .997$, $TLI = .990$, $RMSEA = .065$. These indices are sufficient enough and within the recommended level of 'good' fit.

Figure 3.23: CFA for Loyalty – TR



Chi-square= 2.591, p-value=.108, Cmin/df=2.591, GFI=.997, AGFI=.966, CFI=.998, NFI=.997, TLI=.990, RMSEA=.065

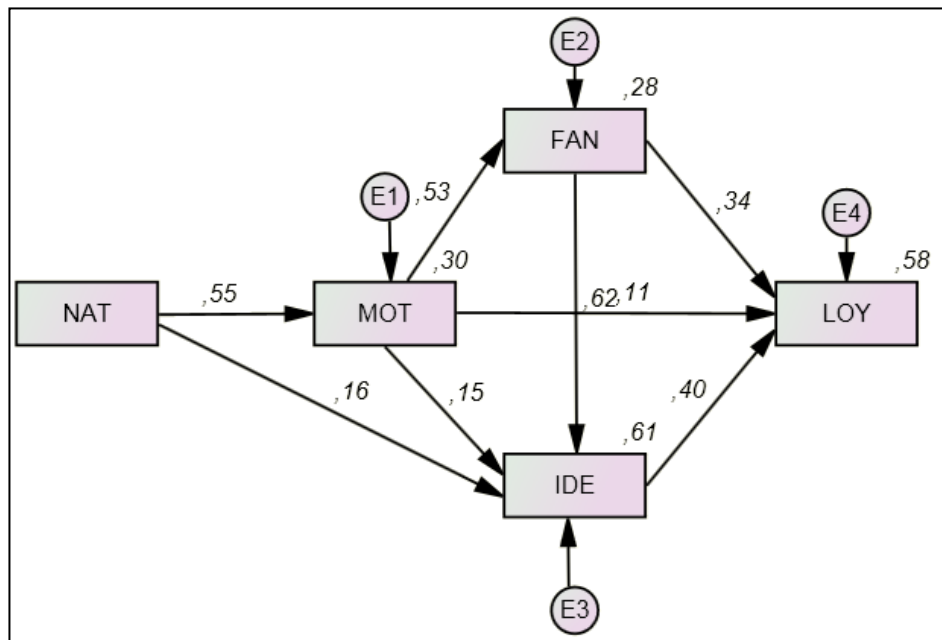
The Cronbach's alpha, CR and AVE values of loyalty construct for the fans in Turkey are presented on Table 3.27. The Cronbach's alpha is greater than 0.7, CR is greater than 0.7, and finally AVE is greater than 0.5 which are within the acceptable range as mentioned in section 3.3.7.

Table 3.27: Measurement Model Evaluation Loyalty – TR

Construct	Items	Standardized Loading	Cronbach's Alpha	CR	AVE
Loyalty			0.885	0.888	0.670
	ALO	0.605			
	BLC	0.905			
	BLT	0.862			
	COL	0.867			

After the test of the loyalty construct for fans in Turkey, the proposed model is tested. The proposed model for fans in Turkey and the results are shown in Figure 3.24.

Figure 3.24 Proposed Model – TR



Chi-square= 5.721, p-value=.057, Cmin/df=2.861, GFI=.994, AGFI=.955, CFI=.996, NFI=.994, TLI=.980, RMSEA=.070

The hypothesized model for fans living in home country which is shown in Figure 3.1 is tested for the fans in Turkey and the results are shown in Figure 3.24. The chi-square goodness-of-fit is statistically significant ($p=.057$). Other goodness-of-fit indices are: $C_{min}/df=2.861$, $GFI=.994$, $AGFI=.955$, $CFI=.996$, $NFI=.994$, $TLI=.980$, $RMSEA=.070$. These indices show that this model fits the data adequately.

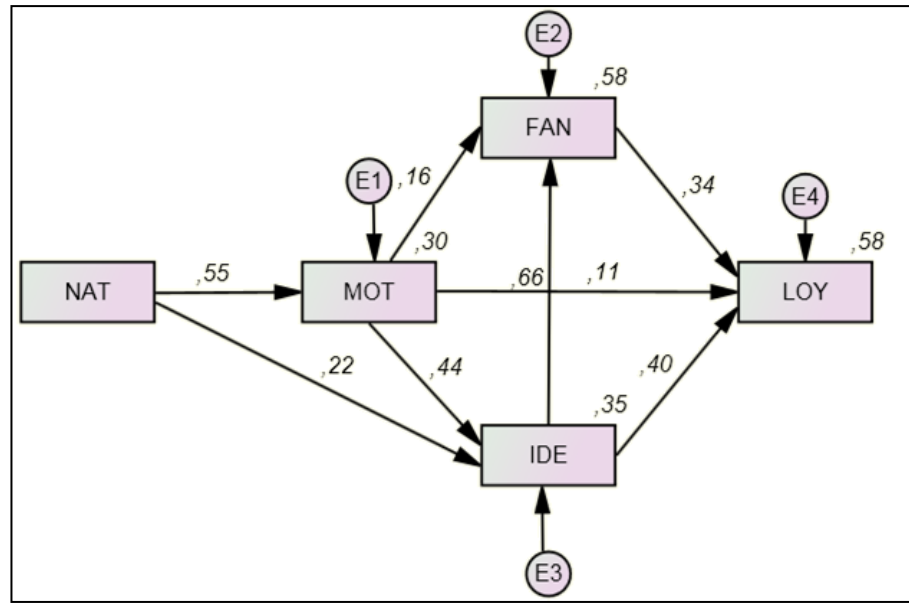
The results of the test of the proposed model also indicate that all of the hypotheses are statistically significant (see Table 3.28). H_6 is the only hypothesis that has a p-value greater than 0.001, however its p-value is less than 0.01. H_9 , H_{10} and H_{11} which are shown in Figure 3.1 are not tested since the scale used to measure social agents has reliability problem in the pilot study and is not used in the main study.

Table 3.28: Testing Hypotheses Using Standardized Estimates – TR (proposed model)

Hypothesized Path	Standardized Estimate	z-value	p-value	Supported
$H_1 : NAT \rightarrow MOT$	0.552	12.81	***	Yes
$H_2 : NAT \rightarrow IDE$	0.160	4.125	***	Yes
$H_3 : MOT \rightarrow FAN$	0.530	12.095	***	Yes
$H_4 : MOT \rightarrow IDE$	0.150	3.534	***	Yes
$H_5 : FAN \rightarrow IDE$	0.618	16.228	***	Yes
$H_6 : MOT \rightarrow LOY$	0.113	2.742	0.006	Yes
$H_7 : FAN \rightarrow LOY$	0.338	6.560	***	Yes
$H_8 : IDE \rightarrow LOY$	0.400	7.611	***	Yes

The proposed model has good fit indices and shows that all hypotheses are supported. However, as mentioned in literature review (Chapter 2), motivation, fandom, and identification have two-way relationship. It means that, there are studies showing that these factors affect each other. For instance, while fandom effects identification, Wann (2006c) also shows that identification has effects on fandom. So, for the respecification of the model, these two-way relationships are tested. The final model reached is presented in Figure 3.25.

Figure 3.25 Final Model - TR



Chi-square=3.448, p-value=.178, Cmin/df=1.724, GFI=.996, AGFI=.973, CFI=.998, NFI=.996, TLI=.992, RMSEA=.044

The difference of the final model from the proposed model is that the relationship between identification and fandom is in the opposite direction. The results show that all of the hypotheses are statistically significant. The chi-square goodness-of-fit index is statistically significant ($p=.178$). Other indices also indicate that the model fits the data well (Cmin/df=1.724, GFI=.996, AGFI=.973, CFI=.998, NFI=.996, TLI=.992, RMSEA=.044). According to the fit indices, it is clear that this model has better fit compared to the proposed model.

The results of the test of the final model indicate that all of the hypotheses are statistically significant (see Table 3.29). H_6 is the only hypothesis that has a p-value greater than 0.001, however its p-value is less than 0.01.

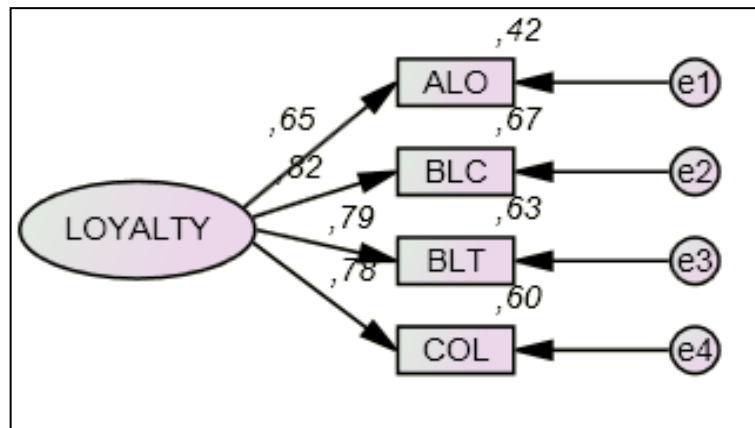
Table 3.29: Testing Hypotheses Using Standardized Estimates – TR (final model)

	Standardized Estimate	z-value	p-value	Supported
H ₁ : NAT→MOT	0.552	12.81	***	Yes
H ₂ : NAT→IDE	0.220	4.405	***	Yes
H ₃ : MOT→FAN	0.158	3.904	***	Yes
H ₄ : MOT→IDE	0.441	8.826	***	Yes
H ₅ : IDE→FAN(*)	0.661	16.347	***	Yes
H ₆ : MOT→LOY	0.113	2.742	0.006	Yes
H ₇ : FAN→LOY	0.338	6.560	***	Yes
H ₈ : IDE→LOY	0.402	7.611	***	Yes

(*) The proposed hypothesis (FAN → IDE) is supported but the reverse (IDE → FAN) gave better fit in the final model.

3.4.2.5.2 Path analysis for fans in Germany

Before testing the proposed model for fans in Germany, loyalty construct for fans in Germany is analyzed, and it is found that all items are statistically significant ($p < 0.001$) and very highly loaded on loyalty factor (see Figure 3.26). The chi-square goodness-of-fit is statistically significant ($p = .090$). Other goodness-of-fit indices are: Cmin/df=1.045, GFI=.992, AGFI=.958, CFI=.997, NFI=.996, TLI=.981, RMSEA=.014. These indices are sufficient enough and within the recommended level of ‘good’ fit.

Figure 3.26 CFA for Loyalty – GER

Chi-square= 2.090, p-value=.090, Cmin/df=1.045, GFI=.992, AGFI=.958, CFI=.997, NFI=.996, TLI=.981, RMSEA=.014

The Cronbach's alpha, CR and AVE values of loyalty construct for the fans in Germany are presented on Table 3.30. The Cronbach's alpha is greater than 0.7, CR is greater than 0.7, and finally AVE is greater than 0.5 which are within the acceptable range as mentioned in section 3.3.7.2.

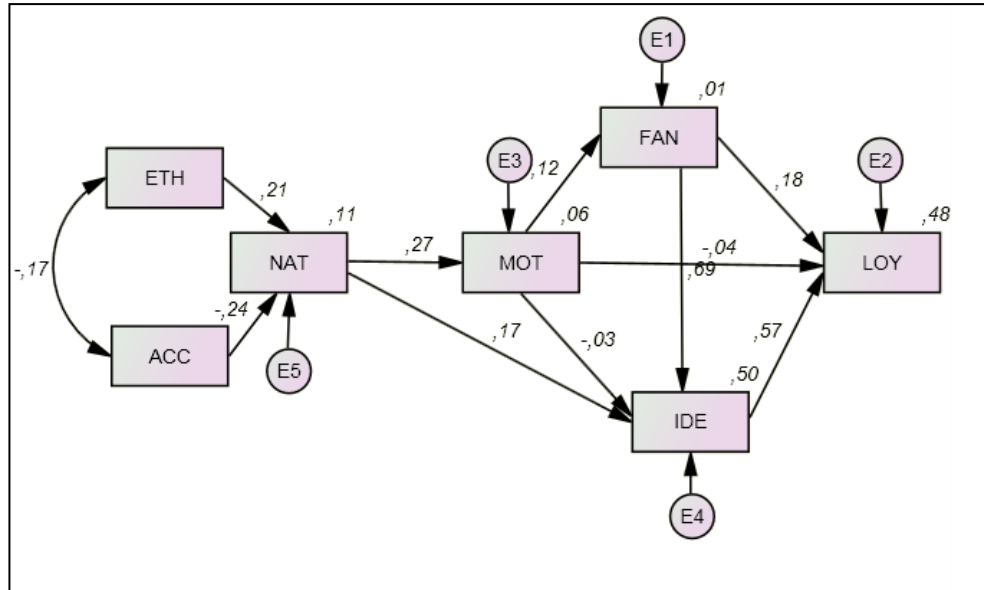
Table 3.30: Measurement Model Evaluation Loyalty – GER

Construct	Items	Standardized Loading	Cronbach's Alpha	CR	AVE
Loyalty			0.875	0.845	0.578
	ALO	0.647			
	BLC	0.816			
	BLT	0.792			
	COL	0.775			

After the test of the loyalty construct for fans in Germany, the proposed model is tested. The hypothesized model for fans living abroad which is shown in Figure 3.2 is tested for the fans in Germany and the results are shown in Figure 3.27. The chi-square goodness-of-fit is not statistically significant ($p=.001$). Other goodness-of-fit indices are: $C_{min}/df=3.032$, $GFI=.962$, $AGFI=.894$, $CFI=.944$, $NFI=.921$, $TLI=.882$, $RMSEA=.098$. Although other fit indices are within the acceptable interval; since $RMSEA$ and TLI are not within the acceptable interval, this model does not fit the data adequately.

The results of the test of the proposed model indicate that H_3 , H_4 , and H_6 are statistically not significant ($p>0.05$ and $z<|1.96|$), so they are rejected (see Table 3.31). It means that the regression weight for MOT in the prediction of FAN, MOT in the prediction of IDE, and finally MOT in the prediction of LOY are not significantly different from zero at the 0.05 level (two-tailed). H_7 and H_{12} are the hypotheses that have p-values greater than 0.001, however their p-values are less than 0.05 and 0.01 respectively, so they are accepted like H_1 , H_2 , H_5 , and H_8 .

Figure 3.27 Proposed Model – GER



Chi-square=30.325, p-value=.001, Cmin/df=3.032, GFI=.962, AGFI=.894, CFI=.944, NFI=.921, TLI=.882, RMSEA=.098

H₉, H₁₀ and H₁₁ which are shown in Figure 3.2 are not tested since the scale used to measure social agents has reliability problem in the pilot study and is not used in the main study.

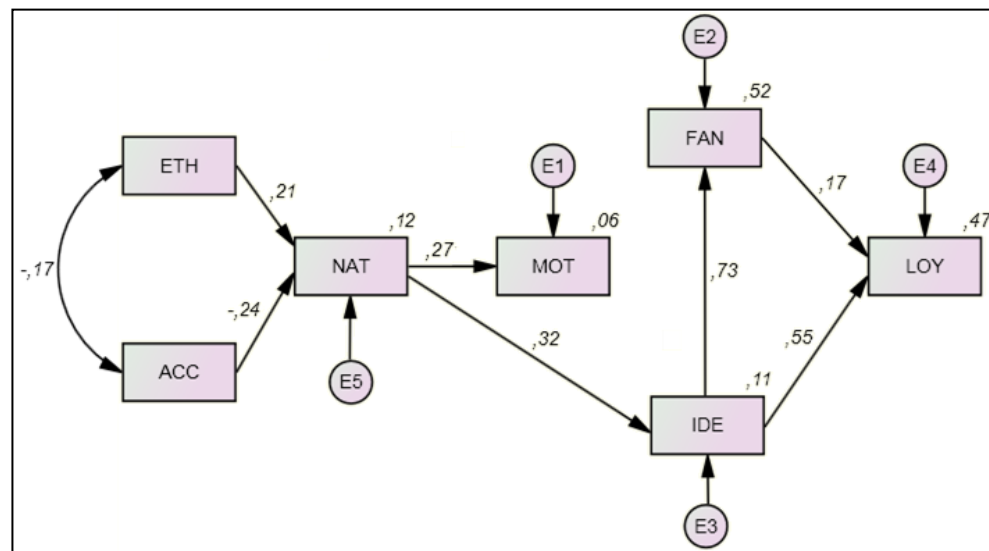
Table 3.31: Testing Hypotheses Using Standardized Estimates – GER (proposed model)

	Standardized Estimate	z-value	p-value	Supported
H ₁ : NAT→MOT	0.266	3.776	***	Yes
H ₂ : NAT→IDE	0.169	3.367	***	Yes
H ₃ : MOT→FAN	0.122	1.790	0.073	No
H ₄ : MOT→IDE	-0.026	-0.519	0.604	No
H ₅ : FAN→IDE	0.686	14.045	***	Yes
H ₆ : MOT→LOY	-0.037	-0.749	0.454	No
H ₇ : FAN→LOY	0.175	2.576	0.010	Yes
H ₈ : IDE→LOY	0.566	8.343	***	Yes
H ₁₂ : ETH→NAT	0.208	3.168	0.002	Yes
H ₁₃ : ACC→NAT	-0.237	-3.468	***	Yes

The proposed model does not have good fit indices and shows that some hypotheses are not supported. The paths of these hypotheses should be deleted from the model. However, the critical point here is that these non-significant paths should be deleted one at a time, since deleting one path may change the structural coefficients and modification indices and their significance (Holmes-Smith, Coothe, and Cunningham, 2006, p.244). Also as mentioned in the previous section (path analysis for fans in Turkey); two-way relationships are also tested to reach a better fitting model.

The results show that after deleting the non-significant paths and changing the direction of the relationship between identification and fandom, a satisfactory level of goodness-of-fit indices are reached. The final model is presented in Figure 3.28. The results show that all of the hypotheses are statistically significant. The chi-square goodness-of-fit index is statistically significant ($p=.070$). Other indices also indicate that the model fits the data well (Cmin/df=1.625, GFI=.970, AGFI=.940, CFI=.979, NFI=.947, TLI=.964, RMSEA=.052). According to the fit indices, it is clear that this model has better fit compared to the proposed model.

Figure 3.28 Final Model – GER



Chi-square=21.119, p-value=.070, Cmin/df=1.625, GFI=.970, AGFI=.940, CFI=.979, NFI=.947, TLI=.964, RMSEA=.052

The results of the test of the final model indicate that after deleting the non-significant paths, all of the remaining hypotheses are statistically significant (see Table 3.32). H_7 and H_{12} are the hypotheses that have a p-value greater than 0.001, however their p-values are less than 0.05 and 0.01 respectively.

Table 3.32: Testing Hypotheses Using Standardized Estimates – GER (final model)

	Standardized Estimate	z-value	p-value	Supported
$H_1 : \text{NAT} \rightarrow \text{MOT}$	0.266	3.776	***	Yes
$H_2 : \text{NAT} \rightarrow \text{IDE}$	0.323	4.984	***	Yes
$H_5 : \text{IDE} \rightarrow \text{FAN}$	0.707	14.577	***	Yes
$H_7 : \text{FAN} \rightarrow \text{LOY}$	0.169	2.457	0.014	Yes
$H_8 : \text{IDE} \rightarrow \text{LOY}$	0.554	8.311	***	Yes
$H_{12} : \text{ETH} \rightarrow \text{NAT}$	0.208	3.168	0.002	Yes
$H_{13} : \text{ACC} \rightarrow \text{NAT}$	-0.235	-3.468	***	Yes

(*) The proposed hypothesis ($\text{FAN} \rightarrow \text{IDE}$) is supported but the reverse ($\text{IDE} \rightarrow \text{FAN}$) gave better fit in the final model.

3.4.2.6 Independent samples t-test

Independent sample t-test is done to see whether there are differences between the means of the constructs of samples from Turkey and Germany.

The null hypothesis in independent samples t-test is that the means of the samples are equal:

$$H_0: \mu_0 = \mu_1 \quad (1.4)$$

$$H_1: \mu_0 \neq \mu_1 \quad (1.5)$$

The results of the independent samples t-test is presented in Table 3.33. The results show that the null hypothesis should not be rejected for loyalty and identification constructs since the p-values are greater than 0.05 (0.992 and 0.349 respectively). When the p-values for the sub-constructs of loyalty which are attitudinal loyalty, behavioral loyalty to team, behavioral loyalty to club, and conative loyalty are checked, the results show that the null hypothesis should not be rejected for all of them, which means that

the means of samples from Turkey and Germany are not significantly different from each other.

Table 3.33: Independent Samples t-test Results

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
				F	Sig.	t	df	Sig. (2- tailed)	Mean Diff.	Std. Err. Diff.
		Low.	Up.							
FAN	Eq. var. assumed	.690	.407	-3.104	602	.002	-.230	.074	-.376	-.084
	Eq. var. not assumed			-3.181	476.066	.002	-.230	.072	-.372	-.088
NAT	Eq. var. assumed	17.969	.000	-3.850	602	.000	-.415	.108	-.627	-.203
	Eq. var. not assumed			-4.088	524.013	.000	-.415	.102	-.615	-.216
IDE	Eq. var. assumed	.947	.331	-0.937	602	.349	-.062	.066	-.192	.068
	Eq. var. not assumed			-0.938	444.598	.349	-.062	.066	-.192	.068
MOT	Eq. var. assumed	6.522	.011	2.305	602	.022	.112	.049	.017	.208
	Eq. var. not assumed			2.451	526.105	.015	.112	.046	.022	.202
LOY	Eq. var. assumed	.062	.804	-0.011	602	.992	-.001	.062	-.123	.122
	Eq. var. not assumed			-0.011	450.889	.991	-.001	.062	-.122	.121
ALO	Eq. var. assumed	2.198	.139	-1.169	602	.243	-.066	.056	-.175	.045
	Eq. var. not assumed			-1.140	410.253	.255	-.066	.057	-.178	.047
BLC	Eq. var. assumed	2.700	.101	0.033	602	.974	.003	.084	-.162	.167
	Eq. var. not assumed			0.033	470.372	.973	.003	.082	-.158	.164
BLT	Eq. var. assumed	.387	.534	0.301	602	.764	.020	.066	-.109	.148
	Eq. var. not assumed			0.308	474.881	.758	.020	.064	-.106	.146
COL	Eq. var. assumed	1.905	.168	0.481	602	.631	.039	.080	-.119	.196
	Eq. var. not assumed			0.474	424.021	.636	.039	.081	-.121	.199

On the other side, fandom, motivation, and nationalism have p-values less than 0.05 (0.002, 0.022, and 0.000 respectively). So, the null hypothesis for these constructs should be rejected, which means that the means of the fan samples from Turkey and Germany are significantly different from each other.

The t statistics and the values of 95% confidence interval are negative for fandom construct. It means that the mean of fandom construct for fans in Turkey is significantly lower than the mean of fandom construct of fans in Germany.

For nationalism, the results are similar to fandom. The t-statistics and the values of 95% confidence interval are negative. So, the nationalism score of fans in Turkey is significantly lower than identification score of fans in Germany.

Finally, the results of the independent samples t-test shows that motivation constructs for fans in Turkey and fans in Germany have different means. Since the t statistics and the values of 95% confidence interval are positive, the motivation score of fans in Turkey are significantly higher than motivation score of fans in Germany.

3.4.2.7 Multicollinearity

As mentioned in section 3.3.6, for assessing multicollinearity VIF measure is used. The amount of multicollinearity that causes problem depends on the researcher and the data. However there is a common threshold with a tolerance value of 0.10 which ends up with a VIF value of 10. For a multiple correlation value of 0.90, the tolerance is 0.19 and the VIF value is 5.3 (Hair *et al.* 2006, p.230). In the current study, if the value is smaller than 5, then it is accepted as a satisfactory level for multicollinearity.

The VIF values for the sample of fans in Turkey and in Germany are presented in Table 3.34 and 3.35 respectively. As presented on the tables, the VIF values are between 1 and 3 which are less than 5, the cutoff point.

Table 3.34: VIF Values – TR

TR	FAN	IDE	MOT	NAT	LOY
FAN		2.114	2.603	2.654	2.389
IDE	2.354		2.923	2.890	2.617
MOT	1.783	1.798		1.552	1.812
NAT	1.516	1.482	1.294		1.517
LOY	2.156	2.120	2.386	2.397	

Table 3.35: VIF Values – GER

GER	FAN	IDE	MOT	NAT	LOY	ETH	ACC
FAN		1.534	2.060	2.074	2.018	2.069	2.074
IDE	2.002		2.708	2.665	2.115	2.700	2.706
MOT	1.096	1.103		1.030	1.099	1.103	1.079
NAT	1.300	1.280	1.214		1.291	1.273	1.235
LOY	1.984	1.593	2.032	2.025		2.038	2.013
ETH	1.110	1.109	1.112	1.089	1.112		1.101
ACC	1.135	1.135	1.111	1.078	1.121	1.124	

3.4.2.8 Reliability and validity of constructs

After the test of unidimensionality step, the reliability and the validity of the constructs are assessed. The constructs used in the study for fans in Turkey and fans in Germany are assessed for reliability via Cronbach's alpha, AVE, and CR and for validity via convergent and discriminant validity (the details are presented in section 3.3.7).

Cronbach's alpha, CR, and AVE values for the constructs and the standardized loadings for items in constructs are presented in Appendix E.1 and E.2 for fans in Turkey and fans in Germany respectively. The Cronbach's alpha values for all constructs are greater than 0.70 which is the minimum suggested level.

Since AMOS does not automatically calculate CR and AVE values, they are calculated via formulas. CR is the ratio of squared sum of factor loadings for construct items to the sum of squared sum of factor loadings for construct items and sum of the estimation error variance for a construct. So, if we define λ_i as the standardized loading for each

observed variable, and ε_i as the error variance associated with each observed variable; the formula of CR (shown as ρ_η) is as follows:

$$\rho_\eta = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum \varepsilon_i} \quad (1.2)$$

On the other hand, AVE is the ratio of sum of factor loadings for construct items to number of items per construct. In other words, sum of squared factor loadings for construct items to sum of sum of squared factor loadings for construct items and sum of the estimation error variance for a construct. So, if we define λ_i as the standardized loading for each observed variable, and ε_i as the error variance associated with each observed variable; the formula of AVE (shown as $\rho_{VC(\eta)}$) is as follows:

$$\rho_{VC(\eta)} = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum \varepsilon_i} \quad (1.3)$$

For AVE, the rule of thumb is that 0.5 or higher values are suggesting adequate convergence. If the AVE value is lower than 0.5, then it means that “more error remains in the items than variance explained by the latent factor structure imposed on the measure” (Hair *et al.* 2006, p.777). In the current study, all AVE values for the constructs used are higher than 0.5, meaning that the convergence is sufficient (see Appendix E.1 and E.2)

As explained in section 3.3.7.1.3, for assessing discriminant validity, AVE values should be greater than the squares of correlation estimate values. Table 3.35 and Table 3.36 are showing the comparison of AVE values of the constructs with the squared correlation estimates for fans in Turkey and fans in Germany respectively. For instance,

for the fan sample in Turkey (see Table 3.36), AVE for fandom is 0.563 and AVE for motivation is 0.577. The squared correlation estimate between fandom and motivation is 0.281 which is lower than both the AVE of fandom and AVE of motivation. This shows that the discriminant validity is assessed between fandom and motivation. For the fan sample in Germany (see Table 3.37), AVE for identification is 0.758 and AVE for nationalism is 0.583. The squared correlation between these two constructs has a value of 0.151 which is less than both AVE values. So, the discriminant validity is assessed between these two constructs.

On the other side, the rule of thumb for CR is that 0.7 or higher values mean good reliability. If the value is between 0.6 and 0.7, then the reliability level is acceptable. “High construct reliability indicates that internal consistency exists, meaning that the measures all consistently represent the same latent construct” (Hair *et al.* 2006, p.778). All of the CR values in the current study are higher than 0.8 (see Appendix E.1 and E.2). It means that reliability is good enough for these constructs.

Table 3.36: Squared Correlation Estimates and AVE Values – TR

		FAN	IDE	MOT	NAT	LOY
	AVE	0.563	0.737	0.577	0.820	0.670
FAN	0.563					
IDE	0.737	0.562				
MOT	0.577	0.281	0.316			
NAT	0.820	0.131	0.214	0.305		
LOY	0.670	0.489	0.516	0.267	0.167	

When all AVE values of constructs are compared with the squared correlation estimates between the constructs, it can be shown that AVE values are greater which means that discriminant validity is assessed for the fans in Turkey and also fans in Germany. (For loyalty construct’s AVE values which are calculated in path analysis section, see Table 3.27 and Table 3.30)

Table 3.37: Squared Correlation Estimates and AVE Values – GER

		FAN	IDE	MOT	ETH	ACC	NAT	LOY
	AVE	0.553	0.758	0.652	0.558	0.681	0.583	0.578
FAN	0.553							
IDE	0.758	0.549						
MOT	0.652	0.070	0.114					
ETH	0.558	0.085	0.071	0.023				
ACC	0.681	0.009	0.038	0.040	0.061			
NAT	0.583	0.072	0.151	0.124	0.197	0.024		
LOY	0.578	0.384	0.526	0.077	0.104	0.053	0.175	

4. CONCLUSION

Sport is turning into a business in the world and also in Turkey. Through this change, the investments made on sports are increasing and this process leads to more space for sports in the literature. There are many academic journals, books, and other studies related with sports marketing in the world. However, in Turkey, since sports marketing is in the introductory stages, academic studies are limited.

Throughout this introductory stage, all academic studies related with sports marketing are valuable and have some positive effect on the development of sports business and sports marketing. Since football is the most popular sport in Turkey (Salman, 2008); most of the studies are being done on football and its marketing, which is also valid for the current study. However, these studies may be applied to other sport branches.

With the industrialization of football, all these studies gain more importance and the number of similar studies should be increased in Turkey. This industrialization process is converting fans into consumers and marketing becomes more critical in football. In marketing profession, identifying and understanding consumers are very significant processes which shape the whole strategy and the daily operations. So, identifying and understanding fans becomes vital for the marketing of football. Current study is a part of this vital process.

Fandom, identification, motivations of the fans, and their loyalty which are the main concepts for football fans are analyzed in the current study. Since the study is focused on the fans living in home country and immigrant fans that are living abroad, nationalism concept also takes place. For the fans living abroad, nationalism has direct relationships with acculturation and ethnic identity and these two concepts also takes place in the current study.

With a deep literature review, the scope of the current study is determined. The main aim is to keep the scope as wide as possible, since similar studies are rare in Turkish literature. After the literature review, in-depth interviews with the three football clubs' marketing directors is done to understand the clubs' current point of view related with marketing and fans. In addition to these interviews, in-depth interviews are done with

fans in Turkey and Germany to understand how they see and evaluate football, clubs, and themselves as fans. All these qualitative research has a significant effect on determining the scope of the current study. The scales in the literature are analyzed and two questionnaires are built for the fans in Turkey and fans in Germany. The only difference is the acculturation and ethnical identity scales which is applied to the fans in Germany. The questionnaires are done online with 376 fans in Turkey and 228 fans in Germany.

The data collected via these questionnaires are analyzed and the results of them are discussed. With the help of these results, recommendations are done for football marketing professionals. In addition to these, the contributions and limitations of the study are presented and recommendations for future research are presented.

4.1 DISCUSSION AND RECOMMENDATIONS

The main aim of the study is to analyze the relationships between the main concepts in the literature related with fans which are fandom, identification, motivation, and loyalty, and to determine how they differ between the fans living in home country and living abroad. Loyalty concept is analyzed in depth under three parts which are attitudinal, behavioral, and finally conative.

Since the study includes the immigrant fans living abroad, nationalism, acculturation, and ethnic identity concepts are also included to see the effects on fans. Social agents concept is another factor which is planned to be analyzed in the current study, but since the scale used in pilot study has reliability problems, social agents concept is excluded from the main study.

Both qualitative and quantitative research methods are used in the current study to see the relationships between the concepts mentioned above and how they differ between the Turkish football fans living in Turkey and Turkish football fans living in Germany. Combining quantitative and qualitative techniques gives a complete description of an issue in a design that can easily be understood (Kruger, 2003). Including only qualitative or quantitative methods means falling short of the major approaches being

used in social studies and the current situation is no more qualitative versus quantitative but a continuum between these two methods (Creswell, 2003, p.4). So, using both qualitative and quantitative methods makes current study present the relationships between the concepts and the differences between fan samples with a more up to date and easy to understand method.

The study tested two models for the fan samples. The proposed model for Turkish fans living in Turkey indicates that nationalism has an effect on fan motivation and identification and motivation has effect on fandom, identification, and loyalty. The proposed model also includes that fandom affects both identification and loyalty, identification has an effect on loyalty (see Figure 3.24). On the other side, the proposed model for fans in Germany is the same with the model for fans in Turkey except the two concepts that affect nationalism which are acculturation and ethnic identity and these two concepts have correlation (see Figure 3.27). The results of SEM show that the data collected from the fans in Turkey fit the model, but instead of fandom's effect on identification, the vice versa gives better fit (see Figure 3.25). However, the data collected from the fans in Germany does not give a good fit with the proposed model (see Figure 3.27). After the modifications, the final model is composed (see Figure 3.28) which excludes the effect of motivation on fandom, loyalty, and identification (see Table 3.33). Like in the model of fans in Turkey, instead of fandom's effect on identification, identification's effect on fandom gives a better fit. Acculturation has a negative effect on nationalism and ethnic identity has a positive effect on nationalism. And the correlation between these two concepts is also negative.

Fandom is the main concept in sports marketing since the whole story starts with being a fan of a team. However, as Wann (2001, p.2) presented it is frequently used interchangeably with spectators but fans have a lasting interest in sport, while spectators watch the game live or through some media but do not have the same interest like fans. So, there are differences between fans and spectators and football clubs should differentiate them. Focusing on the value and importance of fandom can retain the interest of fans to football and the team and take the attention of spectators who are potential fans. Indeed, the focus on fandom can convert spectators into fans.

The basic aim of football clubs is to have loyal fans. If they do not have loyal fans, it is very difficult for them to survive, since the origin of football clubs' revenues is fan base. Fans generate revenues for the football clubs directly via purchasing tickets and team merchandise or indirectly via purchasing media and sponsor products or services. So, fan loyalty is critical for the football clubs. However, since the loyalty concept can be divided into three sub-concepts as attitudinal, behavioral, and conative loyalty, football clubs should focus on these three sub-concepts separately.

Attitudinal loyalty is conceptualized with psychological commitment (Funk and James, 2006). Fans should be attitudinally loyal for the sake of the football clubs, which will keep the commitment, interest and support of the fans alive. There are many methods to keep the commitment or attitudinal loyalty high. The football clubs should continuously keep in touch with its fans via different touch points such as web site, social network, or media. Understanding the needs and wants of the fans, answering their questions and taking action related with them are some tactics to give the message that the clubs care their fans. Also, informing the fans about the club, events, changes, or other managerial and financial issues related with the team or club will make fans feel closer to the club and increase commitment. Individualizing these touch points for each fan will multiply the effect. In addition to these, creating new touch points like call center or forum on the Internet will enable fans create more connections with the club and increase attitudinal loyalty. For the fans in Germany, these channels and touch points should have German language option. The team itself may be another touch point by reducing the distance between the team and the fans so that the team members become more accessible (Wakefield and Sloan, 1995). This is very crucial for the fans in Germany since they do not have a chance to watch the team every week or month. Therefore, as Smith (1981) claims committed fans are more eager to watch and attend sporting events of their favorite teams meaning that attitudinal loyalty will most probably end up with behavioral loyalty.

Behavioral loyalty which means the fan purchase of club products or services is the divine target of the football clubs which is equal to revenue. One time purchase will not make the football clubs happy, because they need sustainable revenues for the continuity of their business. Also, one time purchase or attendance alone does not indicate loyalty, since we cannot be sure whether the behavior is the result of a habit or

lack of alternatives (Mahony, Madrigal and Howard, 2000). The football clubs should do promotions to increase repetitive purchase to increase behavioral loyalty. Personalized offerings and campaigns can take more attention. For instance, giving special discount in team stores on the birthdays or the membership anniversaries of the fans will end up with more sales. Also, while renewing the seasonal tickets or buying tickets for the family price discounts will be more effective. Club card which is effectively used by FB (for details see section 3.2.1.1) is another strategy to track the fan behavior, prepare offers accordingly, and increase behavioral loyalty. The clubs should focus on increasing the behavioral loyalty of the fans in Germany since they do not buy seasonal tickets. The clubs should open stores in Germany or do special campaign for the fans in Germany in their online stores. They may sell specialized products for Germany such as t-shirts with German quotes or offer more types of clothes for cold weather since the weather in Germany is colder compared to Turkey.

Another way of increasing behavioral loyalty is extending the brand to other categories, which is frequently done by Turkish football clubs. As mentioned in section 3.2.1.1, Turkish football clubs have brand extensions with companies from different industries such as GSM, internet, insurance, textile, travel, and etc. These brand extensions should be done more with the industries that is more convenient with the needs of the fans. Free Wi-Fi in the stadiums will be very suitable for the fans who want to connect to the Internet and share the comments and photos of the game with friends. This will also enable many companies reach the fans at the right time with the right product. Fitness centers, café-restaurants, construction companies, and car manufacturers are potential brand extension areas for football clubs which will increase behavioral loyalty. The clubs may open café or restaurants in Germany via franchising which will make the fans spend time in these places and spend money for the club. Also, moving some part of the museum of the club to Germany for a period of time will be another option to affect the behavioral loyalty. In addition to this, team fests can be organized in Germany to make the fans come together and have fun which will strengthen their ties with the club and turn into behavioral loyalty.

Conative loyalty is the third sub-category of loyalty which is customer's behavioral intent to continue buying in the future at a retail store to which he or she has a deep commitment (Evanschitzky and Wunderlich, 2006). Conative loyalty is one of the most

significant concepts, since it directly affects the future behaviors of the fans which constitute the main part of the club's future revenues. One of the actions that can be taken related with this issue is reaching the fans after a game and asking whether they are happy with the ambiance, the services supplied, and the experience they had. Like in other industries, this will make the fans feel cared and give fans opportunity to reach the club for their complaints. If the problem related with the service that the fan told, calling back the fan again and giving feedback will create the feeling of being cared. Also fans will feel themselves closer to the club and conative loyalty which means buying another ticket for the upcoming game will be higher. Conative loyalty is not just related with the games in the stadium. The club stores or all other services supplied by the club or partners can be included in this process. In addition to this, individually informing fans related with the new products or services that the club will launch will increase the behavioral intention to buy that product or service, since it is personally presented to the fan before the launch. This will be very effective if new season's jerseys or other products are first sold to the fans in Germany. Another option to increase the conative loyalty of the fans in Germany is to give discounts or coupons that can be just used in the stadium store which they can use when they visit Turkey, so that the club can create a reason for the fan to visit the stadium and the store on summer holiday.

While informing, getting the ideas of fans for new club products or services will make the fans internalize those products and services (if launched), which will increase the possibility of fans to pay money to these products and services. So, increasing conative loyalty plays a critical role in increasing behavioral loyalty.

As mentioned before, fandom has direct effect on loyalty. Since the aim of the football clubs is having loyal fans and increasing revenues, fandom is a significant concept to focus on. Fandom is merely associated with joy and entertainment in the Sport Fandom Questionnaire (Wann, 2002) which is used to measure fandom in the current study. Therefore, while focusing on fandom, referring total fandom experience to joy and entertainment will help the football clubs in achieving higher fandom levels which will end up with more loyal fans.

Fandom is both related with perceiving himself or herself as a fan and also being perceived as a fan by the people around (Wann, 2002). It becomes a part of the self and

fans start to mention about their teams while introducing themselves. Besides this, creating a sense of being a part of the club or part of the fan community of the club will positively affect the loyalty of the fans. The football clubs can concentrate on fan concept in their marketing communication and this will build a fandom phenomenon via communicating the importance of fans in the game, their role, and without the fans football would be meaningless. For instance, campaigns with celebrities can increase the fandom concept. These campaigns can be supported on social networks with competitions like making the fans writing what fandom means to them or sharing the photo that explains fandom best, and the winner can get prizes or chance to meet these celebrities and the team. This campaign can be modified for the fans in Germany, such as the language can be German, the celebrities can be chosen from Germany, and the prize may be flying to Turkey and watching a game in the stadium with the celebrities. Such campaigns will make fans feel cared by the club and remind them that as a fan they belong to the club.

Tom Fox, the Chief Operations Officer (COO) of Arsenal F. C. a London based Premier League team, states that Arsenal is not selling football, but they sell belonging in a sports marketing conference in Istanbul (Sporx, 2012). It means that fandom is more related with belonging to a group. Like Arsenal does, Turkish football clubs should base their marketing strategy on fandom, the joy of fandom, or the entertainment that is experienced via being a fan. Otherwise, if the football club sells football instead of belonging, then the fans will never be happy and satisfied, since none of teams can rank first in all competitions forever.

Fans see the team as “an extension of self-identity” (Wakefield and Wann, 2006). Belonging and perceiving fandom as a part of the self is also related with identification which is described as a psychological attachment that gives fans a sense of belonging to a larger social structure (Wann and Branscombe, 1991) affects loyalty and fandom as shown in the current study.

In the Team ID scale (Heere and James, 2007) which is used to measure identification in the current study, identification is associated with perceiving the team as a part of the self or reflection of the self, pride and gladness of being a fan of that team, positioning the team in the life as an important player, having detailed knowledge about the team,

and involvement or taking place in activities related with the team. The football clubs should boost these issues via their marketing strategies. For instance, they can create the feeling of pride not only with the success in the sports, but also with referring the legendary images from the history of the club such as Baba Hakkı for BJK, Lefter Küçükandonyadis for FB, and Metin Oktay for GS. Another way of creating the pride is telling stories about fair play from the history, the devotion of the fans and players during the hard times of the club, and the comments and ideas of famous football images from other countries about the team. All these actions will increase the pride and gladness of the fans. In addition to this, presenting the detailed knowledge about the team as a vital part of being a fan will help the clubs increase both the identification of the fans with the club and their loyalty. For instance, publishing books related with the history of the club, giving some footnotes about critical events in the history via social network platforms, making small quizzes about the history and giving some prizes, publishing some photos of the club museum related with critical achievements in the history, and preparing documentaries and selling as DVD will increase the identification of fans. German language option again will work for the fans in Germany, also preparing photo albums with a fans-in-Germany subject or documentaries about the fans in Germany will increase the identification of the fans in Germany.

As mentioned in the previous paragraph, taking place in club related activities increases identification. The football clubs can organize some events for fans such as discussion panels, Q&A sessions with the team management or the players, special concerts or festivals for the fans, guided tours in club museum, and social responsibility campaigns which fan can also join and give support. These activities will make fans feel himself or herself closer to the club and create identification. As explained in section 2.4, fans with higher identification are more likely to spend money (Kim and Trail 2010; Matsuoka, Chelladurai, and Harada, 2003; Laverie and Arnett, 2000; Madrigal, 1995; Wakefield, 1995; Wann and Branscombe, 1993) and are more loyal to the team and do not reduce attendance even when its performance is poor (Matsuoka, Chelladurai, and Harada, 2003; Fink, Trail, and Anderson, 2002; Wann and Branscombe, 1993), and have more intention to attend games (Pritchard, Stinson, and Patton, 2010; Matsuoka, Chelladurai, and Harada, 2003). Therefore, identification is a vital concept for the football teams to sustain their revenues and increase the loyalty of the fans.

Fan motivation is another vital concept in sports marketing. Funk, Mahony, and Ridinger (2002) define motivation as an activated state that leads to goal-directed behavior and consists of drive urges, wishes, and desires. Motivation has direct effect on loyalty, besides it affects fandom and identification. These relationships are shown in the current study with the fan sample from Turkey, however the data collected from fan sample from Germany does not fit to the model which shows these relationships.

Understanding the underlying motivations of the fans is crucial for the sport marketers who have a target to increase team revenues and gate sales. Also marketing communication can be based on these motives which will end with more loyal fans (Wann, 2008). SFMS (Wann, 1995) is used to measure motivation in the current study and this scale has eight subscales which are group affiliation, aesthetic, self-esteem, economic, eustress, escape, entertainment, and family. For increasing fandom, loyalty, and identification of the fans, football clubs should focus on these motivations. Group affiliation as a fan motivation is also a significant factor in fandom and identification, and also related with belonging. It is more a social issue. The football clubs can create or support platforms for fans to feel the sense of being a group and socialize with others. For instance they may build places for fans to watch away games on big screens, so that they can socialize and by being together they can feel themselves as a part of a group. This is crucial for the fans in Germany, since they do not have a chance to go to the stadium.

Self-esteem which is another subscale of motivation is related with feeling good and seeing the success of the team as a personal success. The football clubs can adopt their communication style to make the fans feel good and feel themselves as the main party in the successes. For instance, after good results sending text messages or e-mails to the fan base and congratulating the team and the fans will make the fans feel good. In the opposite results, these messages can be associating the potential power of the team and their capability to achieve if the fans continue to support. So, the fans will feel themselves good and also feel as a critical stakeholder of the team.

Aesthetics is another issue for some of the fans and they like football because of their team and the artistic value of the football (Wann, 1995). The football clubs can prepare football programs on club TVs, which talks about the beauty and artistic side of football

without focusing on the score or the result. This may keep some fans tied to football and the team even though during the periods that team is not performing well.

Economic issues which are associated with betting are other motivational factors for fans to be interested in football. People do not become a fan of a team, since they can bet on different teams and different matches; however fans of a team can be interested in betting. The football clubs can televise programs related with betting like many TV channels or newspapers do in Turkey, but they should be careful about forecasting the results of their teams, since it is an ethical issue and it can be misinterpreted.

Family related motivations are indicating time spending with the family. The football clubs can focus on attracting women and the children to the stadiums. Before getting them to the stadiums, attention and interest about the team should be created. The stores can be a good starting point to catch the families with products and campaigns. Children of the current fans are the most potential to enlarge the fan base. So, marketing strategies should concentrate on these children. The stadiums can be a good place to achieve these strategies. If the facilities in the stadiums and ticket prices are arranged according to the needs of the families, they will be more eager to come again. For instance, there can be play rooms for kids and menus for kids in the restaurants of stadium. Also a chance to meet the players before or after the game will increase the motivation of the families to come to the stadium which means higher loyalty. These strategies will not be effective for the fans in Germany, since they do not come to the stadium, but if the clubs organize match day activities in Germany, then they should concentrate on family concept and make these organizations as an event to enjoy time with the family.

Eustress and entertainment are interpreted as similar concepts by Turkish fans in the current study. Eustress which means the healthful, stimulating kind and level of stress can be a part of the entertainment. So, the football clubs should present this side of being a fan. They can design the whole fan experiment as an entertaining process. As mentioned before, not mainly focusing on the score of the game, pre-game, half-time, and post-game activities should be put forward to show the entertaining side of the game. Concerts, games, contests, quizzes or other activities in some part of this experience will increase the entertainment value of the game. Technological changes

present many different alternatives to reach lots of people with creative methods. The football clubs can use these tools to boost eustress and entertainment motivations. The increase in these motivations can create loyalty even if the performance of the team is not very well.

Final subcategory of fan motivation is escape which means forgetting the problems of the daily life while watching the game. This can be associated with eustress and entertainment, since people can forget their daily problems if they have good time. As just stated in the previous paragraph, the whole experience should be designed to increase entertainment, so that fans can escape their daily problems for a period of time.

Nationalism is the final concept which is common in the models of fans in Turkey and fans in Germany. It is associated with national pride, belonging to the nation, and connection with the nation. Especially in fans in Germany these feelings are more powerful. The football teams can include nationalistic concepts and statements in their communication with the fans. The success of these teams in the international competitions can be the main tools for marketing strategies which will trigger national pride. Also, the contribution of these teams to the Turkish national team can be a good tool for nationalistic statements. However, the nationalism concept is risky if it turns into racism. In addition to this, acculturation and ethnic identity has respectively negative and positive effects on nationalism. For these fans, the marketing strategy of the team may be related with the Turkish ethnic identity, being an immigrant, and the team may be a way of showing their identity.

As presented in the previous chapter, Turkish fans living in Turkey and Turkish fans living in Germany are differentiating from each other in terms of some concepts (see Table 3.35). This is very critical for the football clubs since they do not have differentiated marketing strategies for the immigrant fans living abroad (see section 3.2.1.1). However, considering the fans living abroad will increase the efficiency of the marketing strategies of the clubs, since fans will recognize that the club they support is aware of their existence and differences; and the team tries to reach according to their needs, wants, and expectations. So, differentiating the marketing strategies according to the differences of the fans will generate more loyalty and more revenue to the clubs.

Nationalism is one of these differentiating concepts between Turkish fans living in Turkey and Turkish fans living in Germany. Fans in Germany have significantly higher level of nationalism compared to the fans living in Turkey. It is the highest level of difference within all concepts analyzed in the current study. This can be an expected result, since they are living away from home country and their feelings about the nation can be stronger. The football clubs can concentrate on nationalism while reaching these fans. Understanding their lives in Germany, the social and political problems they face there and presenting the team as a strong connector to the home country can increase the identification of these fans to the team which will end up with higher loyalty and increased revenues. For example, the licensed products of the clubs such as souvenirs should be related with Turkey that will remind the home country to the fans. The games that the team defeated German teams can be used as a tool for designing t-shirts, mugs or other products to keep the nationalistic emotions hot. The club TV channel may prepare special programs for the fans in Germany

The next concept that significantly differentiates between Turkish fans living in Turkey and Turkish fans living in Germany is fandom. Fans in Germany have a higher level of fandom compared to the fans in Turkey. The reason that fans in Germany have a higher fandom is the link between fandom and the national identity or being Turk. As mentioned in section 3.2.1.2, being a Turk is the main reason to support a Turkish football team. In addition to this, the fans in Germany see being a fan of a Turkish football team as a way of expressing their national identity. So, football is not the only concern of fandom in Germany, there are some more social reasons underlying.

Another reason for the difference between the fandom levels is the football tradition in Germany. The popularity of football in Germany is very high. The average match attendance in season 2011/12 is 44,293 which is the highest in top five football leagues of Europe and 27.8% more than the average of the English Premier League with 34,646 attendances which ranked the second (Jones, Rawnsley, and Switzer, 2013). Having a fan base living in a country with such a football tradition is an advantage for the Turkish clubs if they can use and utilize it. Strengthening the fandom concept, trying to make the fans in Germany a part of the game, and making them feel closer to the team can increase their loyalty.

The Turkish football teams can organize friendly matches or summer camps in Germany. During these organizations, fans can meet the players or the team management and have a chance to talk with them. Also mobile stores can serve to the fans before and after these organizations so that fans can find an opportunity to experience the store in the country they live. In addition to these, since it is the fourth generation in Germany, many of the fans speak German and have less knowledge about Turkish. Therefore, the football teams can add German language option to their official websites, so that the fans can understand the club better. Similar to the website, team merchandise, for instance t-shirts can have slogans or words printed in German. This will increase the attractiveness of these products since the fans may want to give messages about their teams to German fans around.

Organizing tours for the fans in Germany to the matches in Turkey or other countries including an opportunity to meet the team will enhance their fandom and the club can increase its revenues with these organizations. Or for the fans who do not have a chance to come to Turkey, the clubs can organize festivals or parties that include watching the game on big screens. These types of organizations will create a chance for fans to socialize and strengthen their connection with the team.

Brand extension with companies operating in Germany is another option for Turkish football clubs to reach these fans and earn money in that country. The fans will show interest to the products of these companies, since there are examples of these brand extensions in Turkey.

The final difference between the Turkish fans living in Turkey and Turkish fans living in Germany is the fan motivation concept. The current study shows that fans in Turkey have significantly different motivation compared to the fans in Germany. However, the difference is smaller compared to the differences in nationalism and fandom (see Table 3.35). The fans in Turkey and in Germany give similar answers for family and economic motivations. However escape motivation is more important for fans in Turkey. In addition to this, eustress and entertainment are the other significant motivations for fans in Turkey. As some fans in Germany stated in in-depth interviews the motivation underlying the fandom for fans in Germany is more related with national and ethnic issues (see section 3.2.1.2). Therefore, in the motivation scale used in the

current study, the motivation level of fans in Germany can be lower, since the items are not related with most of their motivations such as national pride, Turkish identity, and the problems that they face in social life which direct them to fandom.

4.2 CONTRIBUTIONS OF THE STUDY

The sports marketing literature in Turkey started to grow during the second half of the first decade of 21st century. The number of studies in this discipline is increasing; therefore all studies are important and have contribution for the development of sports marketing literature in Turkey.

For the football clubs, the loyalty of the fans is vital. Their behavioral loyalty directly affects the revenues of these clubs. In addition to this, conative loyalty shows the future behavioral loyalty of the fans which means the future revenues. On the other hand, attitudinal loyalty is the psychological commitment to the club (Funk and James, 2006) which shows the potential revenues of the football clubs.

Since loyalty has direct effect on revenues, the factors affecting loyalty are also vital. Understanding these factors helps football clubs build their marketing strategies to build strong loyalty. The current study does this on a structural model, analyzes fandom, identification, and fan motivation in detail and presents the relationships between them. Although there are some studies analyzing these concepts separately, combining them in a model is a significant contribution to the literature.

Another contribution is that nationalism takes place in the model as a critical factor that affects fan motivation and identification. Nationalism is generally analyzed for the fandom of national teams of countries, but the current study applies it to the club teams within a country. As the results of the study presents, nationalism has significant effect on fan motivation and identification which is a critical point for the football clubs' marketing professionals. National pride or belonging can be used as a tool in the marketing of these teams.

The current study is analyzing differences between fan groups. There are many studies that do the same; such as racial differences between sports fans (Harrolle *et al.* 2010;

Harrolle and Trail, 2007; Armstrong, 2002a, 2002b; Bilyeu and Wann, 2002), national differences between fans of different countries (Lee, 2009; Won and Kitamura, 2007), local vs. international fans living in US (Kwon and Trail, 2001), and international fans supporting the teams of other countries (Farred, 2002; Ben Porat, 2000). However the current study is the first academic study that analyzes the differences between the fans living in home country and the immigrant fans living abroad and supporting the teams of home country.

The current study is also contributing to the literature since it analyzes the Turkish immigrants in Germany as a fan group. It is a strategic point for the Turkish football clubs. If they want to increase their revenues they should segment their fan bases and build their marketing strategies accordingly. Fan base living abroad is a good segment with high revenue potential since the number of Turkish people living abroad is more than five million (MFA, 2011). As presented above, these fans are differentiating from the fans living in Turkey. So, understanding their needs and wants, and building marketing strategies accordingly can help the clubs build sustainable revenues.

4.3 LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

The current study analyzes and compares Turkish football fans living in Turkey and Turkish football fans living in Germany. The relationship between loyalty, fandom, identification, fan motivation, and nationalism is analyzed. In German fan group acculturation and ethnic identity are the other two factors that take place in the study. Since it is the first in the literature, there are some limitations of the current study.

First of all, the study is done on football fans. Fans of other sports branches such as basketball may give different results. Also, the fans of BJK, FB, and GS are included in this study, however there are many different football clubs in Turkey and they also have fans living abroad. Besides, for the fans living abroad, Germany is selected since most of the Turkish people living in abroad are in Germany (MFA, 2011). There are about one million Turkish people living in EU countries other than Germany, and one million more outside Europe. Nevertheless, the profile of the respondents differs in between

fans in Turkey and fans in Germany. So, these are the limitations about the samples used in the study.

Moreover, the current study has limitations about the methodology used. First of all, online questionnaire is used for data collecting because of time and economic constraints. Online surveys have many weaknesses as well as strengths. So, the weaknesses of online survey are the limitations of the current study. Evans and Mathur (2005) present major potential weaknesses as follows:

- i. the profile of the Internet population may not reflect the whole population,
- ii. the questionnaire mails can be perceived as junk,
- iii. sample selection method is criticized by many scholars,
- iv. answering instructions can be unclear or may not be understood by the respondents.

Also, since football fans may have high motivations about their teams. Therefore they can see this questionnaire as a contest to beat the competing teams so that they can answer the questionnaire more than once or they can answer as the competing team's fan to give lower scores. As a result, the limitations of using online survey are the limitations of the current study.

The other methodological limitation is that the limitations of SEM which are explained in section 3.3.5.4 are limitations of the current study since SEM is used as data analysis method. Also path analysis with composite variables has some disadvantages (see section 3.3.5.5) which are accepted as the limitations of this study.

The questionnaires for the fans in Turkey and fans in Germany are done in Turkish. However, about 70% of the sample in Germany is younger than the age of 35 which means that the level of their Turkish may not be as good as the fans in Turkey. It can also be identified as a limitation.

The timing of the current study which is 2012/2013 season is another limitation, since the feelings or ideas of fans can change according to the success of the team or the managerial, economical, and legal problems that the club faces. Therefore, the answers may change if the questionnaire is applied in another season.

Considering all these limitations and reviewing the results of the study, some recommendations for future research can be done. First of all, the study can be done with the fans of other teams such as Trabzonspor which has a considerable fan base both in Turkey and in Germany.

As mentioned above, there are about two million Turkish people living in abroad besides Germany (MFA, 2011). This study can be repeated with the fans living in these countries.

The current study is done with football fans and it can be done with the fans of other sports such as basketball which is the second popular sport in Turkey (Salman, 2008).

Some of the scales such as Team ID, nationalism, behavioral loyalty, and conative loyalty are not used very much in studies which are done with Turkish fans. Similar studies can be done to test the validity and reliability of these scales. In addition to this, the current study can be repeated with other scales to see whether the results differ.

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APPENDICES

Appendix A.1 Interview Questions – Club Marketing Directors

- i. How do you define ‘fan’?
- ii. How much do you know your fans?
 - a. Do you have a fan database?
 - b. Which information of fans does exist in this database?
 - c. How do you use this information?
 - d. Do you segment your fans based on demographics, amount of money spent, or other behaviors?
- iii. How do you reach your fans?
- iv. How do your fans reach the club?
- v. How do you differentiate the fans living abroad from the fans in Turkey?
 - a. Or do they differentiate from each other in terms of loyalty, identification, and motivation?
- vi. What are your marketing activities for the fans in living Turkey and abroad?
 - a. Do you go with the same marketing strategies to these groups?
- vii. Your strategies are focusing on making fans buy your products in other words on behavioral loyalty.
 - a. Do you know whether these fans are loyal to your football team or to the club?
 - b. What about attitudes and intention for future behaviors? Do you have any strategy about changing attitudes and intentions of fans?
- viii. What are your activities to increase fan base of the club?

Appendix A.2 Interview Questions – Fans in GER

- i. Why do you support a Turkish football team?
- ii. German teams are more successful and it is easier to watch their games in the stadium and interact with the fans. So, why don't you support a German team? What prevents you to support a German team?
- iii. What factors affected your support to the Turkish team? Your family, your friends, the Turkish or German community in which you grew up, or any other factors?
- iv. What is the motivation behind your support to a Turkish football team?
- v. How do you feel about being away from the team?
- vi. How do you differentiate yourself from the fans in Turkey?
- vii. How do you support your team?
 - a. Do you buy licensed products?
 - b. Do you watch games on TV?
 - c. If there is a match in Germany, do you go to the stadium to watch the game?
- viii. How do you interact with other fans of your team?
- ix. What is your expectation from your team as a fan?

Appendix A.3 Interview Questions – Fans in TR

- i. Why do you support the team you support?
- ii. What factors affected your support to the team? Your family, your friends, the community in which you grew up, or any other factors?
- iii. What is the motivation behind your support to the team?
- iv. What does your team mean to you?
- v. How do you support your team?
 - a. Do you buy licensed products?
 - b. Do you watch games on TV?
 - c. Do you go to the stadium to watch the game? Away games?
- vi. How do you interact with other fans of your team?
- vii. What is your expectation from your team as a fan?

Appendix B.1 Pilot Study Questionnaire in English – TR

FOOTBALL FANDOM QUESTIONNAIRE - TURKEY

This questionnaire is prepared to collect data for my dissertation in Marketing PhD program of Bahcesehir University Institute of Social Sciences.

The dissertation includes the analysis of Turkish football fans supporting the 3 bigs (Beşiktaş, Fenerbahçe ve Galatasaray) and living in Germany in terms of different concepts. The advisor for this study is Asst. Prof. Gülberk Gültekin Salman.

It takes around 15 minutes to finish the questionnaire.

All your answers will be kept confidential and will be used just for this study.

Thank you for spending your valuable time on this academic study.

Regards,

Armağan Önal

armaganonal@yahoo.com

The team you support

Please answer the following questions based on the team you support

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree

I consider myself a sports fan	1	2	3	4	5
My friends see me as a sports fan.	1	2	3	4	5
Following sports is the most enjoyable form of entertainment.	1	2	3	4	5
My life would be less enjoyable if I couldn't follow sports.	1	2	3	4	5
Being a sports fan is very important to me.	1	2	3	4	5

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree

Overall, my team is viewed positively by others.	1	2	3	4	5
In general, others respect my team.	1	2	3	4	5
Overall, people hold a favorable opinion about my team.	1	2	3	4	5
I feel good about being a fan of my team.	1	2	3	4	5
In general, I am glad to be a fan of my team.	1	2	3	4	5
I am proud to think of myself as a fan of my team.	1	2	3	4	5
When someone criticizes my team, it feels like a personal insult.	1	2	3	4	5
In general, being associated with the team is an important part of my self-image.	1	2	3	4	5
The team I am a fan of is an important reflection of who I am.	1	2	3	4	5
When someone compliments my team, it feels like a personal compliment.	1	2	3	4	5
What happens to my team will influence what happens in my life.	1	2	3	4	5
What happens to my team have an impact on my own life.	1	2	3	4	5
In general, changes for my team will change my own life.	1	2	3	4	5
I participate in activities supporting my team, such as attending games.	1	2	3	4	5
I am actively involved in activities that relate to my team.	1	2	3	4	5
I participate in activities with other fans of my team.	1	2	3	4	5
I am aware of the tradition and history of my team.	1	2	3	4	5
I know the ins and outs of my team.	1	2	3	4	5
I have knowledge of the successes and failures of my team.	1	2	3	4	5

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree

One of the main reasons that I watch, read, and/or discuss sports is that doing so gives me the opportunity to temporarily escape life's problems.	1	2	3	4	5
I might rethink my allegiance to my favorite team if this team consistently performs poorly.	1	2	3	4	5
I would watch a game featuring my favorite team regardless of which team they are playing.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is so I can bet on the sporting events	1	2	3	4	5
I would rethink my allegiance to my favorite team if management traded away its best players.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is that I get pumped up when I am watching my favorite teams.	1	2	3	4	5
Being a fan of my favorite team is important to me.	1	2	3	4	5
Nothing could change my allegiance to my favorite team.	1	2	3	4	5
I am a committed fan of my favorite team.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is for their artistic value.	1	2	3	4	5

It would be unlikely for me to change my allegiance from my current favorite team to another.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is I enjoy the beauty and grace of sports.	1	2	3	4	5
It would not affect my loyalty to my favorite team if management hired a head coach that I disliked very much.	1	2	3	4	5
I could easily be persuaded to change my favorite team preference.	1	2	3	4	5
It would be difficult to change my beliefs about my favorite team.	1	2	3	4	5
Sports are enjoyable only if you can bet on the outcome.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is that doing so makes me feel good when my team wins.	1	2	3	4	5
I could never switch my loyalty from my favorite team even if my close friends were fans of another team.	1	2	3	4	5
I like the stimulation I get from watching sports.	1	2	3	4	5
Making wagers is the most enjoyable aspect of being a sports fan.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is because most of my friends are sports fans.	1	2	3	4	5
I enjoy watching sporting events because to me sports are a form of art.	1	2	3	4	5
You can tell a lot about a person by their willingness to stick with a team that is not performing well.	1	2	3	4	5
1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree					
To me, watching, reading, and/or discussing sports is like daydreaming because it takes me away from life's hassles.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is that I enjoy being physiologically aroused by the competition.	1	2	3	4	5
I enjoy sports because of their entertainment value.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is I am the kind of person who likes to be with other people.	1	2	3	4	5
I enjoy watching sports more when I am with a large group of people.	1	2	3	4	5
I enjoy watching sports because it increases my self-esteem.	1	2	3	4	5
My commitment to my favorite team would decrease if they were performing poorly and there appeared little chance their performance would change.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is that doing so allows me to forget about my problems.	1	2	3	4	5
I enjoy watching, reading, and/or discussing sports simply because it is a good time.	1	2	3	4	5
To me, sports spectating is simply a form of recreation.	1	2	3	4	5
To me, my favorite team's successes are my successes and their losses are my losses.	1	2	3	4	5
I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my spouse.	1	2	3	4	5
I have been a fan of my favorite team since I began watching professional football.	1	2	3	4	5
I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my family.	1	2	3	4	5
1: never - 2: rarely - 3: sometimes - 4: often - 5: always					
If there is a game of my team in my city, I attend.	1	2	3	4	5
I follow my team from the media	1	2	3	4	5
I watch matches from TV	1	2	3	4	5
I watch soccer talk-shows	1	2	3	4	5
I talk to family and friends about my team	1	2	3	4	5
I join conversations about my team	1	2	3	4	5
I read magazines about my team	1	2	3	4	5
I use things with team logo	1	2	3	4	5
I follow news from the papers	1	2	3	4	5
I listen to matches from the radio	1	2	3	4	5
I watch the games of my club in other sport branches.	1	2	3	4	5
I go the games of my club in other sport branches.	1	2	3	4	5
I follow the games of my club in other sport branches from the media.	1	2	3	4	5
I watch the TV channel of my club.	1	2	3	4	5
I buy the magazine of my club.	1	2	3	4	5
I go to the stores of my club.	1	2	3	4	5
I do shopping from the stores of my club.	1	2	3	4	5
I visit the web site of my club.	1	2	3	4	5
I use the things with club logo.	1	2	3	4	5

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree					
I am more likely to attend future games.					
I am more likely to purchase the team's merchandise.					
I am more likely to watch the game highlights with other people.					
I am more likely to buy (team name) clothing.					
I am more likely to support the (team name).					
1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree					
Watching the team gives me a sense of connection with my fellow countryman.					
Watching the football team provides a sense of belonging to my nation.					
Reading about the team provides a sense of belonging to my nation.					
I enjoy reading about the team because it gives me a sense of pride in my country.					
Talking about the football team is one way I express my national pride.					
Watching the football team gives me a feeling of national pride that I do not get from any other activity.					
When my team is playing, I am proud to be a citizen.					
1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree					
My father had influence on my becoming a sport fan.					
My friends had influence on my becoming a sport fan.					
My brother had influence on my becoming a sport fan.					
Becoming a sport fan was my own decision.					
My cousins had influence on my becoming a sport fan.					
My uncle had influence on my becoming a sport fan.					
My grandfather had influence on my becoming a sport fan.					
Nobody had influence on my becoming a sport fan.					
Sex	Male		Female		
Age					
City you were born in					
City you live in now					
Occupation					
Income		0-€500		€500-€1000	
		€1000-€2000		€2000-€3000	
		€3000-€4000		+€4000	
Education		No education		Primary School	
		Secondary School		High School	
		Vocational School		University	
		Master - PhD			

Appendix B.2 Pilot Study Questionnaire in Turkish – TR

FUTBOL TARAFTAR ANKETİ - TÜRKİYE

Bu anket Bahçeşehir Üniversitesi Sosyal Bilimler Enstitüsü Pazarlama Doktora Programı kapsamında hazırladığım doktora tezine veri oluşturma amacıyla hazırlanmıştır.

Tez, Türkiye'deki üç büyük futbol takımını (Beşiktaş, Fenerbahçe ve Galatasaray) destekleyen taraftarların çeşitli kavramlara göre incelenmesini içermektedir. Çalışmanın tez danışmanlığını Yrd. Doç. Dr. Gülberk Gültekin Salman yapmaktadır.

Anketin tamamlanma süresi yaklaşık olarak 12-13 dakikadır.

Vereceğiniz cevaplar gizli tutulacak olup sadece bu çalışma için kullanılacaktır.

Değerli zamanınızı ayırıp bu akademik çalışmaya vereceğiniz destek için şimdiden teşekkür ederim.

Saygılarımla,

Armağan Önal

armaganonal@yahoo.com

Tuttuğunuz takım...:

Aşağıdaki soruları tuttuğunuz takımı düşünerek cevaplayınız.

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Kendimi futbol taraftarı olarak görüyorum.	1	2	3	4	5
Arkadaşlarım beni futbol taraftarı olarak görür.	1	2	3	4	5
Futbolu takip etmek eğlenmenin en keyifli şeklidir.	1	2	3	4	5
Futbolu takip edemeseydim hayat daha az eğlenceli olurdu.	1	2	3	4	5
Futbol taraftarı olmak benim için çok önemlidir.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Genel olarak, başkalarının tuttuğum takıma bakışı pozitifdir.	1	2	3	4	5
Genel olarak, başkaları tuttuğum takıma saygı duyar.	1	2	3	4	5
Genel olarak, insanlar tuttuğum takımla ilgili olumlu bir düşünceye sahiptir.	1	2	3	4	5
Tuttuğum takımın taraftarı olduğum için kendimi iyi hissediyorum.	1	2	3	4	5
Genel olarak, tuttuğum takımın taraftarı olmaktan memnunuz.	1	2	3	4	5
Kendimi tuttuğum takımın taraftarı olarak düşünmek bana gurur veriyor.	1	2	3	4	5
Birisi tuttuğum takımı eleştirdiğinde bana hakaret ediyormuş gibi hissedirim.	1	2	3	4	5
Genel olarak, tuttuğum takım ile ilişkilendirilmek kişisel imajımın önemli bir parçasıdır.	1	2	3	4	5
Taraftarı olduğum takım kim olduğumun önemli bir yansımasıdır.	1	2	3	4	5
Birisi tuttuğum takımı överse, kişisel bir övgü almış gibi hissedirim.	1	2	3	4	5
Tuttuğum takıma olanlar, benim hayatımda olanları etkileyecekler.	1	2	3	4	5
Tuttuğum takıma olanların (benim) kendi hayatıma etkisi olur.	1	2	3	4	5
Genel olarak, tuttuğum takımla ilgili olan değişiklikler benim hayatımı da değiştirecektir.	1	2	3	4	5
Tuttuğum takıma destek olacak aktivitelere (maçlarına gitmek gibi) katılırım.	1	2	3	4	5
Tuttuğum takımla ilgili faaliyetlere aktif olarak katılırım.	1	2	3	4	5
Tuttuğum takımın diğer taraftarlarıyla birlikte faaliyetlere katılırım.	1	2	3	4	5
Tuttuğum takımın gelenekleri ve tarihinden haberdarım.	1	2	3	4	5
Tuttuğum takımın tüm özelliklerini bilirim.	1	2	3	4	5
Tuttuğum takımın başarıları ve başarısızlıkları hakkında bilgim var.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri hayatın problemlerinden geçici olarak kaçma şansı vermesidir.	1	2	3	4	5
Tuttuğum takım sürekli kötü sonuçlar alırsa, takımına olan bağlılığımı gözden geçirebilirim.	1	2	3	4	5
Oynadığı rakip kim olursa olsun, tuttuğum takımın maçını izlerim.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri maçlarla ilgili bahis oynayabilmemdir.	1	2	3	4	5
Tuttuğum takımın yönetimi en iyi oyuncularını satarsa takımına olan bağlılığımı gözden geçiririm.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri favori takımımı izlerken heyecanlanmamdır.	1	2	3	4	5
Tuttuğum takımın taraftarı olmak benim için önemlidir.	1	2	3	4	5
Takımına olan bağlılığımı hiçbirşey değiştiremez.	1	2	3	4	5
Kendini takımına adanmış bir taraftarım.	1	2	3	4	5

Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futbolun sanatsal değeridir.	1	2	3	4	5
Tuttuğum takımı değiştirmek benim için pek mümkün değildir.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futbolun güzelliği ve zerafetinden keyif almamdır.	1	2	3	4	5
Hiç sevmediğim bir teknik direktörün yönetim tarafından göreve getirilmesi, takımına olan sadakatimi etkilemez.	1	2	3	4	5
Tuttuğum takımı değiştirmem konusunda kolayca ikna edilebilirim.	1	2	3	4	5
Tuttuğum takımla ilgili düşüncelerimi/inançlarımı değiştirmem çok zordur.	1	2	3	4	5
Futbol, sonuçları üzerine bahis oynanabildiği sürece eğlencelidir.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri, desteklediğim takım kazandığında kendimi çok iyi hissetmemdir.	1	2	3	4	5
En yakın arkadaşlarım başka takımları desteklese bile ben tuttuğum takımı değiştirmem.	1	2	3	4	5
Futbol izlerken hissettiğim heyecanı seviyorum.	1	2	3	4	5
Taraftar olmaman en eğlenceli yanı bahis oynamaktır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri arkadaşlarımla çoğunun futbol taraftarı olmasıdır.	1	2	3	4	5
Maçları izlemekten keyif alıyorum çünkü bana göre futbol sanatın bir çeşididir.	1	2	3	4	5
İyi performans göstermeyen bir takıma bağlı kalma isteğine bakarak kişi hakkında çok şey söyleyebilirsiniz.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Bence futbol izlemek, futbolla ilgili okumak ve/veya konuşmak hayal kurmak gibidir çünkü beni hayat mücadelesinden uzaklaştırır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futboldaki rekabetin fizyolojik olarak beni canlandırmasıdır.	1	2	3	4	5
Futboldan keyif almaman nedeni eğlenceli olmasıdır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri başkalarıyla birlikte olmayı seven bir insan olmamdır.	1	2	3	4	5
Kalabaklı bir grupta birlikte olduğum zamanlarda futbol izlemekten daha fazla keyif alırım.	1	2	3	4	5
Futbol izlemekten keyif alıyorum çünkü kendime saygımı artırıyor.	1	2	3	4	5
Tuttuğum takım kötü performans sergilerse ve bu durumun değişmesi çok zor görünüyorsa takımına olan bağlılığım azalır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri kendi sorunlarımı unutmamı sağlamasıdır.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü iyi zaman geçiriyorum.	1	2	3	4	5
Bana göre futbol izlemek eğlencenin bir biçimidir.	1	2	3	4	5
Bana göre tuttuğum takımın başarısı benim başarımdır, başarısızlığı ise benim başarısızlığımdır.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü bana eşimle birlikte olma fırsatı veriyor.	1	2	3	4	5
Futbol izlemeye başladığımdan beri şimdiki takımımı tutuyorum.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü bana ailemle birlikte olma fırsatı veriyor.	1	2	3	4	5

1: hiçbir zaman - 2: nadiren (çok az) - 3: bazen (arada sırada) - 4: çoğu zaman (sık sık) - 5: her zaman

Tuttuğum takımın yaşadığım şehirde maçı varsa stadyumda izlerim.	1	2	3	4	5
Tuttuğum takımını medyadan takip ederim.	1	2	3	4	5
Tuttuğum takımın maçlarını televizyondan izlerim.	1	2	3	4	5
Futbol yorum programlarını izlerim.	1	2	3	4	5
Arkadaşlarım/ailemle tuttuğum takım hakkında konuşurum.	1	2	3	4	5
Tuttuğum takım hakkında konuşulan ortamlarda sohbetlere katılırım.	1	2	3	4	5
Tuttuğum takımla ilgili dergileri okurum.	1	2	3	4	5
Tuttuğum takımın amblemi olan eşyaları kullanırım.	1	2	3	4	5
Tuttuğum takımın haberlerini gazetelerden takip ederim.	1	2	3	4	5
Tuttuğum takımın maçlarını radyodan dinlerim.	1	2	3	4	5
Kulübümün diğer spor branşlarının müsabakalarını izlerim.	1	2	3	4	5
Kulübümün diğer spor branşlarının maçlarına giderim.	1	2	3	4	5
Kulübümün diğer spor branşlarını medyadan takip ederim.	1	2	3	4	5
Kulübümün Televizyon kanalını seyredirim.	1	2	3	4	5
Kulübümün dergisini alırım.	1	2	3	4	5

Kulübümün mağazalarına giderim.	☐	☐	☐	☐	☐
Kulübümün mağazalarından alışveriş yaparım.	☐	☐	☐	☐	☐
Kulübümün internet sitesini ziyaret ederim.	☐	☐	☐	☐	☐
Kulübümün amblemi olan eşyaları kullanırım.	☐	☐	☐	☐	☐

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takımın bundan sonraki maçlarına muhtemelen gideceğim.	☐	☐	☐	☐	☐
Tuttuğum takımın ürünlerinden muhtemelen alacağım.	☐	☐	☐	☐	☐
Muhtemelen tuttuğum takımın maç özetlerini başkalarıyla izleyeceğim.	☐	☐	☐	☐	☐
Tuttuğum takımın kıyafetlerinden muhtemelen alacağım.	☐	☐	☐	☐	☐
Muhtemelen takımımı desteklemeye devam edeceğim.	☐	☐	☐	☐	☐

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takımı izlemek Türk vatandaşlarıyla bağım olduğumu hissettiriyor.	☐	☐	☐	☐	☐
Tuttuğum takımı izlemek Türk milletine ait olduğum hissini veriyor.	☐	☐	☐	☐	☐
Tuttuğum takım hakkında birşeyler okumak Türk milletine ait olduğum hissini veriyor.	☐	☐	☐	☐	☐
Tuttuğum takımla ilgili birşeyler okumaktan zevk alıyorum, çünkü bundan dolayı ülkemle gurur duyuyorum.	☐	☐	☐	☐	☐
Tuttuğum takım hakkında konuşmak milli gururumu ifade etmemin yollarından biridir.	☐	☐	☐	☐	☐
Tuttuğum takımı izlemek, başka hiçbir aktivitede hissedemediğim milli gururu hissettiriyor.	☐	☐	☐	☐	☐
Tuttuğum takım oynarken Türk olmaktan gurur duyuyorum.	☐	☐	☐	☐	☐

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takımın taraftarı olmamda babamın etkisi olmuştur.	☐	☐	☐	☐	☐
Tuttuğum takımın taraftarı olmamda arkadaşlarımdan etkisi olmuştur.	☐	☐	☐	☐	☐
Tuttuğum takımın taraftarı olmamda ağabeyimin etkisi olmuştur.	☐	☐	☐	☐	☐
Tuttuğum takımın taraftarı olmam tamamen kendi kararımıdır.	☐	☐	☐	☐	☐
Tuttuğum takımın taraftarı olmamda kuzenlerimin etkisi olmuştur.	☐	☐	☐	☐	☐
Tuttuğum takımın taraftarı olmamda amcamın/dayımın etkisi olmuştur.	☐	☐	☐	☐	☐
Tuttuğum takımın taraftarı olmamda büyükbabamın/dedemin etkisi olmuştur.	☐	☐	☐	☐	☐
Tuttuğum takımın taraftarı olmamda hiç kimsenin etkisi olmamıştır.	☐	☐	☐	☐	☐

Cinsiyetiniz	☐	Erkek	☐	Kadın
Yaşınız	☐		☐	
Medeni Haliniz	☐	Evli	☐	Bekar
	☐	Boşanmış	☐	Diğer

Doğduğunuz şehir	☐
Şu an yaşadığınız şehir	☐
Mesleğiniz	☐

Ortalama aylık geliriniz	☐	0-500TL	☐	500TL-1000TL
	☐	1000TL-2000TL	☐	2000TL-3000TL
	☐	3000TL-4000TL	☐	+4000TL

Eğitim durumunuz	☐	Eğitimsiz	☐	İlkokul
	☐	Ortaokul	☐	Lise
	☐	Yüksekokul	☐	Üniversite
	☐	Yüksek Lisans-Doktora	☐	

Appendix B.3 Main Study Questionnaire in English – TR

FUTBOL TARAFTAR ANKETİ - TÜRKİYE

Bu anket Bahçeşehir Üniversitesi Sosyal Bilimler Enstitüsü Pazarlama Doktora Programı kapsamında hazırladığım doktora tezine veri oluşturma amacıyla hazırlanmıştır.

Tez, Türkiye'deki üç büyük futbol takımını (Beşiktaş, Fenerbahçe ve Galatasaray) destekleyen taraftarların çeşitli kavramlara göre incelenmesini içermektedir. Çalışmanın tez danışmanlığını Yrd. Doç. Dr. Gülberk Gültekin Salman yapmaktadır. Anketin tamamlanma süresi yaklaşık olarak 12-13 dakikadır.

Vereceğiniz cevaplar gizli tutulacak olup sadece bu çalışma için kullanılacaktır.

Değerli zamanınızı ayırıp bu akademik çalışmaya vereceğiniz destek için şimdiden teşekkür ederim.

Saygılarımla,
Armağan Onal
armaganonal@yahoo.com

Tuttuğunuz takım...:

Aşağıdaki soruları **tuttuğunuz takımını düşünerek** cevaplayınız.

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Kendimi futbol taraftarı olarak görüyorum.

Arkadaşlarım beni futbol taraftarı olarak görür.

Futbolu takip etmek eğlencenin en keyifli şeklidir.

Futbolu takip edemeseydim hayat daha az eğlenceli olurdu.

Futbol taraftarı olmak benim için çok önemlidir.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Genel olarak, başkalarının tuttuğum takıma bakışı pozitiftir.

Genel olarak, başkaları tuttuğum takıma saygı duyar.

Genel olarak, insanlar tuttuğum takımla ilgili olumlu bir düşünceye sahiptir.

Tuttuğum takımın taraftarı olduğum için kendimi iyi hissediyorum.

Genel olarak, tuttuğum takımın taraftarı olmaktan memnunuz.

Kendimi tuttuğum takımın taraftarı olarak düşünmek bana gurur veriyor.

Birisi tuttuğum takımı eleştirdiğinde bana hakaret ediyormuş gibi hissedirim.

Genel olarak, tuttuğum takım ile ilişkilendirilmek kişisel imajının önemli bir parçasıdır.

Taraftarı olduğum takım kim olduğumun önemli bir yansımasıdır.

Birisi tuttuğum takımı överse, kişisel bir övgü almış gibi hissedirim.

Tuttuğum takıma olanlar, benim hayatımda olanları etkileyecektir.

Tuttuğum takıma olanların (benim) kendi hayatıma etkisi olur.

Genel olarak, tuttuğum takımla ilgili olan değişiklikler benim hayatımı da değiştirecektir.

Tuttuğum takıma destek olacak aktivitelere (maçlarına gitmek gibi) katılırım.

Tuttuğum takımla ilgili faaliyetlere aktif olarak katılırım.

Tuttuğum takımın diğer taraftarlarıyla birlikte faaliyetlere katılırım.

Tuttuğum takımın gelenekleri ve tarihinden haberdarım.

Tuttuğum takımın tüm özelliklerini bilirim.

Tuttuğum takımın başarıları ve başarısızlıkları hakkında bilgim var.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri hayatın problemlerinden geçici olarak kaçma şansı vermesidir.

Tuttuğum takım sürekli kötü sonuçlar alırsa, takımına olan bağlılığı gözden geçirebilirim.

Oynadığı rakip kim olursa olsun, tuttuğum takımın maçını izlerim.

Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri maçlarla ilgili bahis oynayabilmemdir.

Tuttuğum takımın yönetimi en iyi oyuncuları satarsa takımına olan bağlılığı gözden geçiririm.

Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri favori takımını izlerken heyecanlanmamdır.

Tuttuğum takımın taraftarı olmak benim için önemlidir.

Takımına olan bağlılığı hiçbir şey değiştiremez.

Kendini takımına adanmış bir taraftarım.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futbolun sanatsal değeridir.	1	2	3	4	5
Tuttuğum takımı değiştirmek benim için pek mümkün değildir.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futbolun güzelliği ve zerafetinden keyif almamdır.	1	2	3	4	5
Hiç sevmeyen bir teknik direktörün yönetim tarafından göreve getirilmesi, takımına olan sadakatimi etkilemez.	1	2	3	4	5
Tuttuğum takımı değiştirmem konusunda kolayca ıkna edilebilirim.	1	2	3	4	5
Tuttuğum takımla ilgili düşüncelerimi/inançlarımı değiştirmem çok zordur.	1	2	3	4	5
Futbol, sonuçları üzerine bahis oynanabildiği sürece eğlencelidir.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri desteklediğim takım kazandığında kendimi çok iyi hissetmemdir.	1	2	3	4	5
En yakın arkadaşlarım başka takımları desteklese bile ben tuttuğum takımı değiştirmem.	1	2	3	4	5
Futbol izlerken hissettiğim heyecanı seviyorum.	1	2	3	4	5
Taraftar olmanın en eğlenceli yanı bahis oynamaktır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri arkadaşlarımla çoğunun futbol taraftarı olmasıdır.	1	2	3	4	5
Maçları izlemekten keyif alıyorum çünkü bana göre futbol sanatın bir çeşididir.	1	2	3	4	5
İyi performans göstermeyen bir takıma bağlı kalmak isteğine bakarak kişi hakkında çok şey söyleyebilirsiniz.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Bence futbol izlemek, futbolla ilgili okumak ve/veya konuşmak hayal kurmak gibidir çünkü beni hayat mücadelesinden uzaklaştırır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futboldaki rekabetin fizyolojik olarak beni canlandırmasıdır.	1	2	3	4	5
Futboldan keyif almamın nedeni eğlenceli olmasıdır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri başkalarıyla birlikte olmayı seven bir insan olmamdır.	1	2	3	4	5
Kalabalık bir grupla birlikte olduğum zamanlarda futbol izlemekten daha fazla keyif alırım.	1	2	3	4	5
Futbol izlemekten keyif alıyorum çünkü kendime saygımı artırıyor.	1	2	3	4	5
Tuttuğum takım kötü performans sergilerse ve bu durumun değişmesi çok zor görünüyorsa takımına olan bağlılığım azalır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri kendi sorunlarımı unutmamı sağlamasıdır.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü iyi zaman geçiriyorum.	1	2	3	4	5
Bana göre futbol izlemek eğlencenin bir biçimidir.	1	2	3	4	5
Bana göre tuttuğum takımın başarısı benim başarımdır, başarısızlığı ise benim başarısızlığımdır.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü bana eşimle birlikte olma fırsatı veriyor.	1	2	3	4	5
Futbol izlemeye başladığımdan beri şimdiki takımımı tutuyorum.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü bana ailemle birlikte olma fırsatı veriyor.	1	2	3	4	5

1: hiçbir zaman - 2: nadiren (çok az) - 3: bazen (arada sırada) - 4: çoğu zaman (sık sık) - 5: her zaman

Tuttuğum takımın yaşadığım şehirde maçı varsa stadyumda izlerim.	1	2	3	4	5
Tuttuğum takımı medyadan takip ederim.	1	2	3	4	5
Tuttuğum takımın maçlarını televizyondan izlerim.	1	2	3	4	5
Futbol yorum programlarını izlerim.	1	2	3	4	5
Arkadaşlarım/ailemle tuttuğum takım hakkında konuşurum.	1	2	3	4	5
Tuttuğum takım hakkında konuşulan ortamlarda sohbetlere katılırım.	1	2	3	4	5
Tuttuğum takımla ilgili dergileri okurum.	1	2	3	4	5
Tuttuğum takımın amblemi olan eşyaları kullanırım.	1	2	3	4	5
Tuttuğum takımın haberlerini gazetelerden takip ederim.	1	2	3	4	5
Tuttuğum takımın maçlarını radyodan dinlerim.	1	2	3	4	5
Kulübümün diğer spor branşlarının müsabakalarını izlerim.	1	2	3	4	5
Kulübümün diğer spor branşlarının maçlarına giderim.	1	2	3	4	5
Kulübümün diğer spor branşlarını medyadan takip ederim.	1	2	3	4	5
Kulübümün Televizyon kanalını seyrederim.	1	2	3	4	5
Kulübümün dergisini alırım.	1	2	3	4	5

Kulübümün mağazalarına giderim.	☐	☐	☐	☐	☐
Kulübümün mağazalarından alışveriş yaparım.	☐	☐	☐	☐	☐
Kulübümün internet sitesini ziyaret ederim.	☐	☐	☐	☐	☐
Kulübümün amblemi olan eşyaları kullanırım.	☐	☐	☐	☐	☐

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takımın bundan sonraki maçlarına muhtemelen gideceğim.	☐	☐	☐	☐	☐
Tuttuğum takımın ürünlerinden muhtemelen alacağım.	☐	☐	☐	☐	☐
Muhtemelen tuttuğum takımın maç özetlerini başkalarıyla izleyeceğim.	☐	☐	☐	☐	☐
Tuttuğum takımın kıyafetlerinden muhtemelen alacağım.	☐	☐	☐	☐	☐
Muhtemelen takımımı desteklemeye devam edeceğim.	☐	☐	☐	☐	☐

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takımı izlemek Türk vatandaşlarıyla bağım olduğunu hissettiriyor.	☐	☐	☐	☐	☐
Tuttuğum takımı izlemek Türk milletine ait olduğum hissini veriyor.	☐	☐	☐	☐	☐
Tuttuğum takım hakkında birşeyler okumak Türk milletine ait olduğum hissini veriyor.	☐	☐	☐	☐	☐
Tuttuğum takımla ilgili birşeyler okumaktan zevk alıyorum, çünkü bundan dolayı ülkemle gurur duyuyorum.	☐	☐	☐	☐	☐
Tuttuğum takım hakkında konuşmak milli gururumu ifade etmemin yollarından biridir.	☐	☐	☐	☐	☐
Tuttuğum takımı izlemek, başka hiçbir aktivitede hissedemediğim milli gururu hissettiriyor.	☐	☐	☐	☐	☐
Tuttuğum takım oynarken Türk olmaktan gurur duyuyorum.	☐	☐	☐	☐	☐

Cinsiyetiniz	☐	Erkek	☐	Kadın
Yaşınız				
Medeni Haliniz	☐	Evli	☐	Bekar
	☐	Boşanmış	☐	Diğer

Doğduğunuz şehir	
Şu an yaşadığınız şehir	
Mesleğiniz	

Ortalama aylık geliriniz	☐	0-500TL	☐	500TL-1000TL
	☐	1000TL-2000TL	☐	2000TL-3000TL
	☐	3000TL-4000TL	☐	+4000TL

Eğitim durumunuz	☐	Eğitimsiz	☐	İlkokul
	☐	Ortaokul	☐	Lise
	☐	Yüksekokul	☐	Üniversite
	☐	Yüksek Lisans-Doktora		

Appendix C.1 Pilot Study Questionnaire in English – GER

FOOTBALL FANDOM QUESTIONNAIRE - GERMANY

This questionnaire is prepared to collect data for my dissertation in Marketing PhD program of Bahcesehir University Institute of Social Sciences.

The dissertation includes the analysis of Turkish football fans supporting the 3 bigs (Beşiktaş, Fenerbahçe ve Galatasaray) and living in Germany in terms of different concepts. The advisor for this study is Asst. Prof. Gülberk Gültekin Salman.

It takes around 15 minutes to finish the questionnaire.

All your answers will be kept confidential and will be used just for this study.

Thank you for spending your valuable time on this academic study.

Regards,

Armağan Önal

armaganonal@yahoo.com

The team you support

Please answer the following questions based on the team you support

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree

I consider myself a sports fan	1	2	3	4	5
My friends see me as a sports fan.	1	2	3	4	5
Following sports is the most enjoyable form of entertainment.	1	2	3	4	5
My life would be less enjoyable if I couldn't follow sports.	1	2	3	4	5
Being a sports fan is very important to me.	1	2	3	4	5

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree

Overall, my team is viewed positively by others.	1	2	3	4	5
In general, others respect my team.	1	2	3	4	5
Overall, people hold a favorable opinion about my team.	1	2	3	4	5
I feel good about being a fan of my team.	1	2	3	4	5
In general, I am glad to be a fan of my team.	1	2	3	4	5
I am proud to think of myself as a fan of my team.	1	2	3	4	5
When someone criticizes my team, it feels like a personal insult.	1	2	3	4	5
In general, being associated with the team is an important part of my self-image.	1	2	3	4	5
The team I am a fan of is an important reflection of who I am.	1	2	3	4	5
When someone compliments my team, it feels like a personal compliment.	1	2	3	4	5
What happens to my team will influence what happens in my life.	1	2	3	4	5
What happens to my team have an impact on my own life.	1	2	3	4	5
In general, changes for my team will change my own life.	1	2	3	4	5
I participate in activities supporting my team, such as attending games.	1	2	3	4	5
I am actively involved in activities that relate to my team.	1	2	3	4	5
I participate in activities with other fans of my team.	1	2	3	4	5
I am aware of the tradition and history of my team.	1	2	3	4	5
I know the ins and outs of my team.	1	2	3	4	5
I have knowledge of the successes and failures of my team.	1	2	3	4	5

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree

One of the main reasons that I watch, read, and/or discuss sports is that doing so gives me the opportunity to temporarily escape life's problems.	1	2	3	4	5
I might rethink my allegiance to my favorite team if this team consistently performs poorly.	1	2	3	4	5
I would watch a game featuring my favorite team regardless of which team they are playing.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is so I can bet on the sporting events	1	2	3	4	5
I would rethink my allegiance to my favorite team if management traded away its best players.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is that I get pumped up when I am watching my favorite teams.	1	2	3	4	5
Being a fan of my favorite team is important to me.	1	2	3	4	5
Nothing could change my allegiance to my favorite team.	1	2	3	4	5
I am a committed fan of my favorite team.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is for their artistic value.	1	2	3	4	5
It would be unlikely for me to change my allegiance from my current favorite team to another.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is I enjoy the beauty and grace of sports.	1	2	3	4	5
It would not affect my loyalty to my favorite team if management hired a head coach that I disliked very much.	1	2	3	4	5
I could easily be persuaded to change my favorite team preference.	1	2	3	4	5
It would be difficult to change my beliefs about my favorite team.	1	2	3	4	5
Sports are enjoyable only if you can bet on the outcome.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is that doing so makes me feel good when my team wins.	1	2	3	4	5
I could never switch my loyalty from my favorite team even if my close friends were fans of another team.	1	2	3	4	5
I like the stimulation I get from watching sports.	1	2	3	4	5
Making wagers is the most enjoyable aspect of being a sports fan.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is because most of my friends are sports fans.	1	2	3	4	5
I enjoy watching sporting events because to me sports are a form of art.	1	2	3	4	5
You can tell a lot about a person by their willingness to stick with a team that is not performing well.	1	2	3	4	5

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree

To me, watching, reading, and/or discussing sports is like daydreaming because it takes me away from life's hassles.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is that I enjoy being physiologically aroused by the competition.	1	2	3	4	5
I enjoy sports because of their entertainment value.	1	2	3	4	5
One of the main reasons that I watch, read, and/or discuss sports is I am the kind of person who likes to be with other people.	1	2	3	4	5
I enjoy watching sports more when I am with a large group of people.	1	2	3	4	5
I enjoy watching sports because it increases my self-esteem.	1	2	3	4	5
My commitment to my favorite team would decrease if they were performing poorly and there appeared little chance their performance would change.	1	2	3	4	5

One of the main reasons that I watch, read, and/or discuss sports is that doing so allows me to forget about my problems.	1	2	3	4	5
I enjoy watching, reading, and/or discussing sports simply because it is a good time.	1	2	3	4	5
To me, sports spectating is simply a form of recreation.	1	2	3	4	5
To me, my favorite team's successes are my successes and their losses are my losses.	1	2	3	4	5
I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my spouse.	1	2	3	4	5
I have been a fan of my favorite team since I began watching professional football.	1	2	3	4	5
I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my family.	1	2	3	4	5

1: never - 2: rarely - 3: sometimes - 4: often - 5: always

If there is a game of my team in my city, I attend.	1	2	3	4	5
I follow my team from the media	1	2	3	4	5
I watch matches from TV	1	2	3	4	5
I watch soccer talk-shows	1	2	3	4	5
I talk to family and friends about my team	1	2	3	4	5
I join conversations about my team	1	2	3	4	5
I read magazines about my team	1	2	3	4	5
I use things with team logo	1	2	3	4	5
I follow news from the papers	1	2	3	4	5
I listen to matches from the radio	1	2	3	4	5
I watch the games of my club in other sport branches.	1	2	3	4	5
I go the games of my club in other sport branches.	1	2	3	4	5
I follow the games of my club in other sport branches from the media.	1	2	3	4	5
I watch the TV channel of my club.	1	2	3	4	5
I buy the magazine of my club.	1	2	3	4	5
I go to the stores of my club.	1	2	3	4	5
I do shopping from the stores of my club.	1	2	3	4	5
I visit the web site of my club.	1	2	3	4	5
I use the things with club logo.	1	2	3	4	5

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree

I am more likely to attend future games.	1	2	3	4	5
I am more likely to purchase the team's merchandise.	1	2	3	4	5
I am more likely to watch the game highlights with other people.	1	2	3	4	5
I am more likely to buy (team name) clothing.	1	2	3	4	5
I am more likely to support the (team name).	1	2	3	4	5

1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree

I am a person who identifies with the Turkish group	1	2	3	4	5
I am a person who considers the Turkish group important	1	2	3	4	5
I am a person who tries to hide belonging to the Turkish group	1	2	3	4	5
I am a person who sees myself as belonging to the Turkish group	1	2	3	4	5
I am a person who criticizes the Turkish group	1	2	3	4	5
I am a person who feels held back by the Turkish group	1	2	3	4	5

I am a person who makes excuses for belonging to the Turkish group					
I am a person who feels strong ties with the Turkish group					
I am a person who is annoyed to say I'm a member of the Turkish group					
I am a person who is glad to belong to the Turkish group					
1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree					
I am proud of being a German citizen.					
I think of myself as being German citizen.					
I feel that I am a part of German culture					
Being German citizen plays an important part of my life					
I feel good about being German citizen					
I have a strong sense of being German citizen.					
1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree					
Watching the team gives me a sense of connection with my fellow countryman.					
Watching the football team provides a sense of belonging to my nation.					
Reading about the team provides a sense of belonging to my nation.					
I enjoy reading about the team because it gives me a sense of pride in my country.					
Talking about the football team is one way I express my national pride.					
Watching the football team gives me a feeling of national pride that I do not get from					
When my team is playing, I am proud to be a citizen.					
1: strongly disagree - 2: disagree - 3: neither disagree nor agree - 4: agree - 5: strongly agree					
My father had influence on my becoming a sport fan.					
My friends had influence on my becoming a sport fan.					
My brother had influence on my becoming a sport fan.					
Becoming a sport fan was my own decision.					
My cousins had influence on my becoming a sport fan.					
My uncle had influence on my becoming a sport fan.					
My grandfather had influence on my becoming a sport fan.					
Nobody had influence on my becoming a sport fan.					
Sex					
Age					
City you were born in					
City you live in now					
Occupation					
Income		0-€500		€500-€1000	
		€1000-€2000		€2000-€3000	
		€3000-€4000		+€4000	
Education		No education		Primary School	
		Secondary School		High School	
		Vocational School		University	
		Master - PhD			

Appendix C.2 Pilot Study Questionnaire in Turkish – GER

FUTBOL TARAFTAR ANKETİ - ALMANYA

Bu anket Bahçeşehir Üniversitesi Sosyal Bilimler Enstitüsü Pazarlama Doktora Programı kapsamında hazırladığım doktora tezine veri oluşturması amacıyla hazırlanmıştır.

Tez, **Almanya vatandaşı olan** ve Türkiye'deki üç büyük futbol takımını (Beşiktaş, Fenerbahçe ve Galatasaray) destekleyen taraftarların çeşitli kavramlara göre incelenmesini içermektedir. Çalışmanın tez danışmanlığını Yrd. Doç. Dr. Gülberk Gültekin Salman yapmaktadır.

Anketin tamamlanma süresi yaklaşık olarak 15 dakikadır.

Vereceğiniz cevaplar gizli tutulacak olup sadece bu çalışma için kullanılacaktır.

Değerli zamanınızı ayırıp bu akademik çalışmaya vereceğiniz destek için şimdiden teşekkür ederim.

Saygılarımla,

Armağan Önal

armaganonal@yahoo.com

Tuttuğunuz takım...:

Almanya vatandaşı mısınız?

☐

Evet

☐

Hayır

Aşağıdaki soruları tuttuğunuz takımı düşünerek cevaplayınız.

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Kendimi futbol taraftarı olarak görüyorum.

Arkadaşlarım beni futbol taraftarı olarak görür.

Futbolu takip etmek eğlencenin en keyifli şeklidir.

Futbolu takip edemeseydim hayat daha az eğlenceli olurdu.

Futbol taraftarı olmak benim için çok önemlidir.

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Genel olarak, başkalarının tuttuğu takıma bakışı pozitifdir.

Genel olarak, başkaları tuttuğu takıma saygı duyar.

Genel olarak, insanlar tuttuğu takımla ilgili olumlu bir düşünceye sahiptir.

Tuttuğu takımın taraftarı olduğum için kendimi iyi hissediyorum.

Genel olarak, tuttuğu takımın taraftarı olmaktan memnunuz.

Kendimi tuttuğu takımın taraftarı olarak düşünmek bana gurur veriyor.

Birisi tuttuğu takımı eleştirdiğinde bana hakaret ediyormuş gibi hissedirim.

Genel olarak, tuttuğu takım ile ilişkilendirilmek kişisel imajının önemli bir parçasıdır.

Taraftarı olduğum takım kim olduğumun önemli bir yansımasıdır.

Birisi tuttuğu takımı överse, kişisel bir övgü almış gibi hissedirim.

Tuttuğu takıma olanlar, benim hayatımda olanları etkileyecektir.

Tuttuğu takıma olanların (benim) kendi hayatıma etkisi olur.

Genel olarak, tuttuğu takımla ilgili olan değişiklikler benim hayatımı da değiştirecektir.

Tuttuğu takıma destek olacak aktivitelere (maçlarına gitmek gibi) katılırım.

Tuttuğu takımla ilgili faaliyetlere aktif olarak katılırım.

Tuttuğu takımın diğer taraftarlarıyla birlikte faaliyetlere katılırım.

Tuttuğu takımın gelenekleri ve tarihinden haberdarım.

Tuttuğu takımın tüm özelliklerini bilirim.

Tuttuğu takımın başarıları ve başarısızlıkları hakkında bilgim var.

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri hayatın problemlerinden geçici olarak kaçma şansı vermesidir.	1	2	3	4	5
Tuttuğum takım sürekli kötü sonuçlar alırsa, takımına olan bağlılığımı gözden geçirebilirim.	1	2	3	4	5
Oynadığı rakip kim olursa olsun, tuttuğum takımın maçını izlerim.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri maçlarla ilgili bahis oynayabilmemdir.	1	2	3	4	5
Tuttuğum takımın yönetimi en iyi oyuncuları satarsa takımına olan bağlılığımı gözden geçiririm.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri favori takımımı izlerken heyecanlanmamdır.	1	2	3	4	5
Tuttuğum takımın taraftarı olmak benim için önemlidir.	1	2	3	4	5
Takımına olan bağlılığımı hiçbir şey değiştiremez.	1	2	3	4	5
Kendini takımına adanmış bir taraftarım.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futbolun sanatsal değeridir.	1	2	3	4	5
Tuttuğum takımı değiştirmek benim için pek mümkün değildir.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futbolun güzelliği ve zerafetinden keyif almamdır.	1	2	3	4	5
Hiç sevmediğim bir teknik direktörün yönetim tarafından göreve getirilmesi, takımına olan sadakatimi etkilemez.	1	2	3	4	5
Tuttuğum takımı değiştirmem konusunda kolayca ikna edilebilirim.	1	2	3	4	5
Tuttuğum takımla ilgili düşüncelerimi/inançlarımı değiştirmem çok zordur.	1	2	3	4	5
Futbol, sonuçları üzerine bahis oynanabildiği sürece eğlencelidir.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri, desteklediğim takım kazandığında kendimi çok iyi hissetmemdir.	1	2	3	4	5
En yakın arkadaşlarım başka takımları desteklese bile ben tuttuğum takımı değiştirmem.	1	2	3	4	5
Futbol izlerken hissettiğim heyecanı seviyorum.	1	2	3	4	5
Taraftar olmanın en eğlenceli yanı bahis oynamaktır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri arkadaşlarımla çoğunun futbol taraftarı olmasıdır.	1	2	3	4	5
Maçları izlemekten keyif alıyorum çünkü bana göre futbol sanatın bir çeşididir.	1	2	3	4	5
İyi performans göstermeyen bir takıma bağlı kalma isteğine bakarak kişi hakkında çok şey söyleyebilirsiniz.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Bence futbol izlemek, futbolla ilgili okumak ve/veya konuşmak hayal kurmak gibidir çünkü beni hayat mücadelesinden uzaklaştırır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futboldaki rekabetin fizyolojik olarak beni canlandırmasıdır.	1	2	3	4	5
Futboldan keyif almamın nedeni eğlenceli olmasıdır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri başkalarıyla birlikte olmayı seven bir insan olmamdır.	1	2	3	4	5
Kalabalık bir grupta birlikte olduğum zamanlarda futbol izlemekten daha fazla keyif alırım.	1	2	3	4	5
Futbol izlemekten keyif alıyorum çünkü kendime saygımı artırıyor.	1	2	3	4	5
Tuttuğum takım kötü performans sergilerse ve bu durumun değişmesi çok zor görünüyorsa takımına olan bağlılığım azalır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri kendi sorunlarımı unutmamı sağlamasıdır.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü iyi zaman geçiriyorum.	1	2	3	4	5

Bana göre futbol izlemek eğlencenin bir biçimidir.	1	2	3	4	5
Bana göre tuttuğum takımın başarısı benim başarımdır, başarısızlığı ise benim başarısızlığımdır.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü bana eşimle birlikte olma fırsatı veriyor.	1	2	3	4	5
Futbol izlemeye başladığımdan beri şimdiki takımımı tutuyorum.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü bana ailemle birlikte olma fırsatı veriyor.	1	2	3	4	5

1: hiçbir zaman - 2: nadiren (çok az) - 3: bazen (arada sırada) - 4: çoğu zaman (sık sık) - 5: her zaman

Tuttuğum takımın yaşadığım şehirde maçı varsa stadyumda izlerim.	1	2	3	4	5
Tuttuğum takımını medyadan takip ederim.	1	2	3	4	5
Tuttuğum takımın maçlarını televizyondan izlerim.	1	2	3	4	5
Futbol yorum programlarını izlerim.	1	2	3	4	5
Arkadaşlarım/ailemle tuttuğum takım hakkında konuşurum.	1	2	3	4	5
Tuttuğum takım hakkında konuşulan ortamlarda sohbet katılırım.	1	2	3	4	5
Tuttuğum takımla ilgili dergileri okurum.	1	2	3	4	5
Tuttuğum takımın amblemi olan eşyaları kullanırım.	1	2	3	4	5
Tuttuğum takımın haberlerini gazetelerden takip ederim.	1	2	3	4	5
Tuttuğum takımın maçlarını radyodan dinlerim.	1	2	3	4	5
Kulübümün diğer spor branşlarının müsabakalarını izlerim.	1	2	3	4	5
Kulübümün diğer spor branşlarının maçlarına giderim.	1	2	3	4	5
Kulübümün diğer spor branşlarını medyadan takip ederim.	1	2	3	4	5
Kulübümün Televizyon kanalını seyredirim.	1	2	3	4	5
Kulübümün dergisini alırım.	1	2	3	4	5
Kulübümün mağazalarına giderim.	1	2	3	4	5
Kulübümün mağazalarından alışveriş yaparım.	1	2	3	4	5
Kulübümün internet sitesini ziyaret ederim.	1	2	3	4	5
Kulübümün amblemi olan eşyaları kullanırım.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takımın bundan sonraki maçlarına muhtemelen gideceğim.	1	2	3	4	5
Tuttuğum takımın ürünlerinden muhtemelen alacağım.	1	2	3	4	5
Muhtemelen tuttuğum takımın maç özetlerini başkalarıyla izleyeceğim.	1	2	3	4	5
Tuttuğum takımın kıyafetlerinden muhtemelen alacağım.	1	2	3	4	5
Muhtemelen takımımı desteklemeye devam edeceğim.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Türk topluluğuyla özdeşleşen bir insanım.	1	2	3	4	5
Türk topluluğunu önemli olarak gören bir insanım.	1	2	3	4	5
Türk topluluğuna ait olduğunu saklamaya çalışan bir insanım.	1	2	3	4	5
Kendini Türk topluluğuna ait gören bir insanım.	1	2	3	4	5
Türk topluluğunu eleştiren bir insanım.	1	2	3	4	5
Türk topluluğu tarafından sınırlandırıldığını hisseden bir insanım.	1	2	3	4	5
Türk topluluğuna ait olmasından ötürü mazeretler üreten bir insanım.	1	2	3	4	5
Türk topluluğuyla güçlü bağları olduğunu hisseden bir insanım.	1	2	3	4	5
Türk topluluğunun bir üyesi olduğunu söylemekten rahatsız olan bir insanım.	1	2	3	4	5
Türk topluluğuna ait olmaktan memnun bir insanım.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Alman vatandaşı olduğum için gurur duyuyorum.
Kendimi Alman vatandaşı olarak görüyorum.
Alman kültürünün bir parçası olduğumu hissediyorum.
Alman vatandaşı olmak hayatımın önemli bir parçasıdır.
Alman vatandaşı olduğum için iyi hissediyorum.
Alman vatandaşı olmakla ilgili güçlü bir hissiyatım var.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takım izlemek Türk vatandaşlarıyla bağım olduğunu hissettiriyor.
Tuttuğum takım izlemek Türk milletine ait olduğum hissini veriyor.
Tuttuğum takım hakkında birşeyler okumak Türk milletine ait olduğum hissini veriyor.
Tuttuğum takım ile ilgili birşeyler okumaktan zevk alıyorum, çünkü bundan dolayı ülkemle gurur duyuyorum.
Tuttuğum takım hakkında konuşmak milli gururumu ifade etmemin yollarından biridir.
Tuttuğum takım izlemek, başka hiçbir aktivitede hissedemediğim milli gururu hissettiriyor.
Tuttuğum takım oynarken Türk olmaktan gurur duyuyorum.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takımın taraftarı olmamda babamın etkisi olmuştur.
Tuttuğum takımın taraftarı olmamda arkadaşlarımdan etkisi olmuştur.
Tuttuğum takımın taraftarı olmamda ağabeyimin etkisi olmuştur.
Tuttuğum takımın taraftarı olmam tamamen kendi kararımı.
Tuttuğum takımın taraftarı olmamda kuzenlerimin etkisi olmuştur.
Tuttuğum takımın taraftarı olmamda amcamın/dayımın etkisi olmuştur.
Tuttuğum takımın taraftarı olmamda büyükbabamın/dedemin etkisi olmuştur.
Tuttuğum takımın taraftarı olmamda hiç kimsenin etkisi olmamıştır.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

Cinsiyetiniz

☐	Erkek	☐	Kadın
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Yaşınız

Doğduğunuz şehir

Şu an yaşadığınız şehir

Mesleğiniz

Ortalama aylık geliriniz

☐	0-€500	☐	€500-€1000
☐	€1000-€2000	☐	€2000-€3000
☐	€3000-€4000	☐	+€4000

Eğitim durumunuz

☐	Eğitimsiz	☐	İlkokul
☐	Ortaokul	☐	Lise
☐	Yüksekokul	☐	Üniversite
☐	Yüksek Lisans-Doktora		

Appendix C.3 Main Study Questionnaire in English – GER

FUTBOL TARAFTAR ANKETİ - ALMANYA

Bu anket Bahçeşehir Üniversitesi Sosyal Bilimler Enstitüsü Pazarlama Doktora Programı kapsamında hazırladığım doktora tezine veri oluşturması amacıyla hazırlanmıştır.

Tez, **Almanya vatandaşı olan** ve Türkiye'deki üç büyük futbol takımını (Beşiktaş, Fenerbahçe ve Galatasaray) destekleyen taraftarların çeşitli kavramlara göre incelenmesini içermektedir. Çalışmanın tez danışmanlığını Yrd. Doç. Dr. Gülberk Gültekin Salman yapmaktadır.

Anketin tamamlanma süresi yaklaşık olarak 15 dakikadır.

Vereceğiniz cevaplar gizli tutulacak olup sadece bu çalışma için kullanılacaktır.

Değerli zamanınızı ayırıp bu akademik çalışmaya vereceğiniz destek için şimdiden teşekkür ederim.

Saygılarımla,
Armağan Önal
armaganonal@yahoo.com

Tuttuğunuz takım..:

Almanya vatandaşı mısınız?

☐

Evet

☐

Hayır

Aşağıdaki soruları tuttuğunuz takımı düşünerek cevaplayınız.

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Kendimi futbol taraftarı olarak görüyorum.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

Arkadaşlarım beni futbol taraftarı olarak görür.

Futbolu takip etmek eğlenmenin en keyifli şeklidir.

Futbolu takip edemeseydim hayat daha az eğlenceli olurdu.

Futbol taraftarı olmak benim için çok önemlidir.

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Genel olarak, başkalarının tuttuğu takıma bakışı pozitifdir.

Genel olarak, başkaları tuttuğu takıma saygı duyar.

Genel olarak, insanlar tuttuğu takımla ilgili olumlu bir düşünceye sahiptir.

Tuttuğu takımın taraftarı olduğum için kendimi iyi hissediyorum.

Genel olarak, tuttuğu takımın taraftarı olmaktan memnunuz.

Kendimi tuttuğu takımın taraftarı olarak düşünmek bana gurur veriyor.

Birisi tuttuğu takımı eleştirdiğinde bana hakaret ediyormuş gibi hissedirim.

Genel olarak, tuttuğu takım ile ilişkilendirilmek kişisel imajının önemli bir parçasıdır.

Taraftarı olduğum takım kim olduğumun önemli bir yansımasıdır.

Birisi tuttuğu takımı överse, kişisel bir övgü almış gibi hissedirim.

Tuttuğu takıma olanlar, benim hayatımda olanları etkileyecektir.

Tuttuğu takıma olanların (benim) kendi hayatıma etkisi olur.

Genel olarak, tuttuğu takımla ilgili olan değişiklikler benim hayatımı da değiştirecektir.

Tuttuğu takıma destek olacak aktivitelere (maçlarına gitmek gibi) katılırım.

Tuttuğu takımla ilgili faaliyetlere aktif olarak katılırım.

Tuttuğu takımın diğer taraftarlarıyla birlikte faaliyetlere katılırım.

Tuttuğu takımın gelenekleri ve tarihinden haberdarım.

Tuttuğu takımın tüm özelliklerini bilirim.

Tuttuğu takımın başarıları ve başarısızlıkları hakkında bilgim var.

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri hayatın problemlerinden geçici olarak kaçma şansı vermesidir.	1	2	3	4	5
Tuttuğum takım sürekli kötü sonuçlar alırsa, takımına olan bağlılığımı gözden geçirebilirim.	1	2	3	4	5
Oynadığı rakip kim olursa olsun, tuttuğum takımın maçını izlerim.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri maçlarla ilgili bahis oynayabilmemdir.	1	2	3	4	5
Tuttuğum takımın yönetimi en iyi oyuncuları satarsa takımına olan bağlılığımı gözden geçiririm.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri favori takımımı izlerken heyecanlanmamdır.	1	2	3	4	5
Tuttuğum takımın taraftarı olmak benim için önemlidir.	1	2	3	4	5
Takımına olan bağlılığımı hiçbir şey değiştiremez.	1	2	3	4	5
Kendini takımına adanmış bir taraftarım.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futbolun sanatsal değeridir.	1	2	3	4	5
Tuttuğum takımı değiştirmek benim için pek mümkün değildir.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futbolun güzelliği ve zerafetinden keyif almamdır.	1	2	3	4	5
Hiç sevmediğim bir teknik direktörün yönetim tarafından göreve getirilmesi, takımına olan sadakatimi etkilemez.	1	2	3	4	5
Tuttuğum takımı değiştirmem konusunda kolayca ikna edilebilirim.	1	2	3	4	5
Tuttuğum takımla ilgili düşüncelerimi/inançlarımı değiştirmem çok zordur.	1	2	3	4	5
Futbol, sonuçları üzerine bahis oynanabildiği sürece eğlencelidir.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri, desteklediğim takım kazandığında kendimi çok iyi hissetmemdir.	1	2	3	4	5
En yakın arkadaşlarım başka takımları desteklese bile ben tuttuğum takımı değiştirmem.	1	2	3	4	5
Futbol izlerken hissettiğim heyecanı seviyorum.	1	2	3	4	5
Taraftar olmanın en eğlenceli yanı bahis oynamaktır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri arkadaşlarımla çoğunun futbol taraftarı olmasıdır.	1	2	3	4	5
Maçları izlemekten keyif alıyorum çünkü bana göre futbol sanatın bir çeşididir.	1	2	3	4	5
İyi performans göstermeyen bir takıma bağlı kalma isteğine bakarak kişi hakkında çok şey söyleyebilirsiniz.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Bence futbol izlemek, futbolla ilgili okumak ve/veya konuşmak hayal kurmak gibidir çünkü beni hayat mücadelesinden uzaklaştırır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri futboldaki rekabetin fizyolojik olarak beni canlandırmasıdır.	1	2	3	4	5
Futboldan keyif almamın nedeni eğlenceli olmasıdır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri başkalarıyla birlikte olmayı seven bir insan olmamdır.	1	2	3	4	5
Kalabalık bir grupta birlikte olduğum zamanlarda futbol izlemekten daha fazla keyif alırım.	1	2	3	4	5
Futbol izlemekten keyif alıyorum çünkü kendime saygımı artırıyor.	1	2	3	4	5
Tuttuğum takım kötü performans sergilerse ve bu durumun değişmesi çok zor görünüyorsa takımına olan bağlılığım azalır.	1	2	3	4	5
Futbol izlememin, futbolla ilgili okumamın ve/veya konuşmamın en önemli nedenlerinden biri kendi sorunlarımı unutmamı sağlamasıdır.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü iyi zaman geçiriyorum.	1	2	3	4	5

Bana göre futbol izlemek eğlencenin bir biçimidir.	1	2	3	4	5
Bana göre tuttuğum takımın başarısı benim başarımdır, başarısızlığı ise benim başarısızlığımdır.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü bana eşimle birlikte olma fırsatı veriyor.	1	2	3	4	5
Futbol izlemeye başladığımdan beri şimdiki takımımı tutuyorum.	1	2	3	4	5
Futbol izlemek, futbolla ilgili okumak ve/veya konuşmaktan keyif alıyorum çünkü bana ailemle birlikte olma fırsatı veriyor.	1	2	3	4	5

1: hiçbir zaman - 2: nadiren (çok az) - 3: bazen (arada sırada) - 4: çoğu zaman (sık sık) - 5: her zaman

Tuttuğum takımın yaşadığım şehirde maçı varsa stadyumda izlerim.	1	2	3	4	5
Tuttuğum takımını medyadan takip ederim.	1	2	3	4	5
Tuttuğum takımın maçlarını televizyondan izlerim.	1	2	3	4	5
Futbol yorum programlarını izlerim.	1	2	3	4	5
Arkadaşlarım/ailemle tuttuğum takım hakkında konuşurum.	1	2	3	4	5
Tuttuğum takım hakkında konuşulan ortamlarda sohbet katılırım.	1	2	3	4	5
Tuttuğum takımın ilgili dergileri okurum.	1	2	3	4	5
Tuttuğum takımın amblemi olan eşyaları kullanırım.	1	2	3	4	5
Tuttuğum takımın haberlerini gazetelerden takip ederim.	1	2	3	4	5
Tuttuğum takımın maçlarını radyodan dinlerim.	1	2	3	4	5
Kulübümün diğer spor branşlarının müsabakalarını izlerim.	1	2	3	4	5
Kulübümün diğer spor branşlarının maçlarına giderim.	1	2	3	4	5
Kulübümün diğer spor branşlarını medyadan takip ederim.	1	2	3	4	5
Kulübümün Televizyon kanalını seyredirim.	1	2	3	4	5
Kulübümün dergisini alırım.	1	2	3	4	5
Kulübümün mağazalarına giderim.	1	2	3	4	5
Kulübümün mağazalarından alışveriş yaparım.	1	2	3	4	5
Kulübümün internet sitesini ziyaret ederim.	1	2	3	4	5
Kulübümün amblemi olan eşyaları kullanırım.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takımın bundan sonraki maçlarına muhtemelen gideceğim.	1	2	3	4	5
Tuttuğum takımın ürünlerinden muhtemelen alacağım.	1	2	3	4	5
Muhtemelen tuttuğum takımın maç özetlerini başkalarıyla izleyeceğim.	1	2	3	4	5
Tuttuğum takımın kıyafetlerinden muhtemelen alacağım.	1	2	3	4	5
Muhtemelen takımımı desteklemeye devam edeceğim.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Türk topluluğuyla özdeşleşen bir insanım.	1	2	3	4	5
Türk topluluğunu önemli olarak gören bir insanım.	1	2	3	4	5
Türk topluluğuna ait olduğunu saklamaya çalışan bir insanım.	1	2	3	4	5
Kendini Türk topluluğuna ait gören bir insanım.	1	2	3	4	5
Türk topluluğunu eleştiren bir insanım.	1	2	3	4	5
Türk topluluğu tarafından sınırlandırıldığını hisseden bir insanım.	1	2	3	4	5
Türk topluluğuna ait olmasından ötürü mazeretler üreten bir insanım.	1	2	3	4	5
Türk topluluğuyla güçlü bağları olduğunu hisseden bir insanım.	1	2	3	4	5
Türk topluluğunun bir üyesi olduğunu söylemekten rahatsız olan bir insanım.	1	2	3	4	5
Türk topluluğuna ait olmaktan memnun bir insanım.	1	2	3	4	5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Alman vatandaşı olduğum için gurur duyuyorum.

1 2 3 4 5

Kendimi Alman vatandaşı olarak görüyorum.

1 2 3 4 5

Alman kültürünün bir parçası olduğumu hissediyorum.

1 2 3 4 5

Alman vatandaşı olmak hayatımın önemli bir parçasıdır.

1 2 3 4 5

Alman vatandaşı olduğum için iyi hissediyorum.

1 2 3 4 5

Alman vatandaşı olmakla ilgili güçlü bir hissiyatım var.

1 2 3 4 5

1: kesinlikle katılmıyorum - 2: katılmıyorum - 3: ne katılıyorum ne katılmıyorum - 4: katılıyorum - 5: kesinlikle katılıyorum

Tuttuğum takım izlemek Türk vatandaşlarıyla bağım olduğunu hissettiriyor.

1 2 3 4 5

Tuttuğum takım izlemek Türk milletine ait olduğum hissini veriyor.

1 2 3 4 5

Tuttuğum takım hakkında birşeyler okumak Türk milletine ait olduğum hissini veriyor.

1 2 3 4 5

Tuttuğum takım ile ilgili birşeyler okumaktan zevk alıyorum, çünkü bundan dolayı ülkemle gurur duyuyorum.

1 2 3 4 5

Tuttuğum takım hakkında konuşmak milli gururumu ifade etmemin yollarından biridir.

1 2 3 4 5

Tuttuğum takım izlemek, başka hiçbir aktivitede hissedemediğim milli gururu hissettiriyor.

1 2 3 4 5

Tuttuğum takım oynarken Türk olmaktan gurur duyuyorum.

1 2 3 4 5

Cinsiyetiniz

☐ Erkek ☐ Kadın

Yaşınız

Doğduğunuz şehir

Şu an yaşadığınız şehir

Mesleğiniz

Ortalama aylık geliriniz

☐ 0-€500 ☐ €500-€1000
☐ €1000-€2000 ☐ €2000-€3000
☐ €3000-€4000 ☐ +€4000

Eğitim durumunuz

☐ Eğitimsiz ☐ İlkokul
☐ Ortaokul ☐ Lise
☐ Yüksekokul ☐ Üniversite
☐ Yüksek Lisans-Doktora

Appendix D.1 Measures of the Constructs and Descriptive Statistics-TR (N=376)

Item Code	Item Explanation	Mean	Std. Dev.	Skewness	Kurtosis
Attitudinal Loyalty					
ALO1	I might rethink my allegiance to my favorite team if this team consistently performs poorly.	4,50	0,95	-2,20	4,48
ALO2	I would watch a game featuring my favorite team regardless of which team they are playing.	4,16	1,11	-1,18	0,43
ALO3	I would rethink my allegiance to my favorite team if management traded away its best players.	4,37	1,11	-1,85	2,45
ALO4	Being a fan of my favorite team is important to me.	4,38	0,94	-1,73	2,79
ALO5	Nothing could change my allegiance to my favorite team.	4,33	0,99	-1,39	1,08
ALO6	I am a committed fan of my favorite team.	3,66	1,31	-0,62	-0,76
ALO7	It would not affect my loyalty to my favorite team if management hired a head coach that I disliked very much.	4,23	1,01	-1,38	1,47
ALO8	I could easily be persuaded to change my favorite team preference.	4,65	0,98	-2,99	7,83
ALO9	I have been a fan of my favorite team since I began watching professional football.	4,61	1,00	-2,71	6,34
ALO10	I could never switch my loyalty from my favorite team even if my close friends were fans of another team.	4,72	0,77	-3,39	11,97
ALO11	It would be unlikely for me to change my allegiance from my current favorite team to another.	4,64	0,88	-2,75	7,20
ALO12	It would be difficult to change my beliefs about my favorite team.	4,39	1,08	-1,86	2,57
ALO13	You can tell a lot about a person by their willingness to stick with a team that is not performing well.	3,21	1,30	-0,24	-0,90
ALO14	My commitment to my favorite team would decrease if they were performing poorly and there appeared little chance their performance would change.	4,35	1,13	-1,76	2,05
Fandom					
FAN1	I consider myself a sports fan	4,44	0,84	-1,88	4,12
FAN2	My friends see me as a sports fan.	4,26	0,96	-1,48	1,95
FAN3	Following sports is the most enjoyable form of entertainment.	3,89	1,08	-0,76	-0,11
FAN4	My life would be less enjoyable if I couldn't follow sports.	3,41	1,31	-0,37	-0,96
FAN5	Being a sports fan is very important to me.	3,65	1,19	-0,56	-0,62

Identification					
IDE1	Overall, my team is viewed positively by others.	3,23	1,15	-0,29	-0,62
IDE2	In general, others respect my team.	3,46	1,10	-0,47	-0,34
IDE3	Overall, people hold a favorable opinion about my team.	3,31	1,08	-0,34	-0,34
IDE4	I feel good about being a fan of my team.	4,62	0,76	-2,56	7,62
IDE5	In general, I am glad to be a fan of my team.	4,70	0,68	-3,31	13,54
IDE6	I am proud to think of myself as a fan of my team.	4,49	0,91	-2,02	3,97
IDE7	When someone criticizes my team, it feels like a personal insult.	3,21	1,33	-0,10	-1,18
IDE8	In general, being associated with the team is an important part of my self-image.	3,35	1,36	-0,27	-1,14
IDE9	The team I am a fan of is an important reflection of who I am.	3,28	1,37	-0,21	-1,18
IDE10	When someone compliments my team, it feels like a personal compliment.	3,41	1,31	-0,41	-0,95
IDE11	What happens to my team will influence what happens in my life.	2,84	1,35	0,14	-1,17
IDE12	What happens to my team have an impact on my own life.	2,84	1,34	0,13	-1,18
IDE13	In general, changes for my team will change my own life.	2,66	1,33	0,34	-1,03
IDE14	I participate in activities supporting my team, such as attending games.	3,76	1,16	-0,73	-0,26
IDE15	I am actively involved in activities that relate to my team.	3,32	1,23	-0,25	-0,88
IDE16	I participate in activities with other fans of my team.	3,00	1,31	0,03	-1,12
IDE17	I am aware of the tradition and history of my team.	4,26	0,97	-1,48	2,02
IDE18	I know the ins and outs of my team.	4,18	1,02	-1,29	1,12
IDE19	I have knowledge of the successes and failures of my team.	4,45	0,83	-1,87	4,03
Behavioral Loyalty to Club					
BLC1	I watch the games of my club in other sport branches.	3,60	1,20	-0,54	-0,66
BLC2	I go the games of my club in other sport branches.	2,82	1,38	0,18	-1,13
BLC3	I follow the games of my club in other sport branches from the media.	3,73	1,18	-0,78	-0,18
BLC4	I watch the TV channel of my club.	3,63	1,33	-0,58	-0,89
BLC5	I buy the magazine of my club.	3,02	1,53	0,01	-1,46
BLC6	I go to the stores of my club.	3,86	1,22	-0,85	-0,28
BLC7	I do shopping from the stores of my club.	3,84	1,23	-0,78	-0,44
BLC8	I visit the web site of my club.	4,11	1,17	-1,24	0,59
BLC9	I use the things with club logo.	4,04	1,19	-1,08	0,16

Motivation					
MOT1	One of the main reasons that I watch, read, and/or discuss sports is that doing so gives me the opportunity to temporarily escape life's problems.	3,21	1,27	-0,30	-0,93
MOT2	One of the main reasons that I watch, read, and/or discuss sports is so I can bet on the sporting events	1,64	1,02	1,71	2,37
MOT3	One of the main reasons that I watch, read, and/or discuss sports is that I get pumped up when I am watching my favorite teams.	4,05	1,14	-1,15	0,54
MOT4	One of the main reasons that I watch, read, and/or discuss sports is for their artistic value.	3,10	1,29	-0,15	-1,00
MOT5	One of the main reasons that I watch, read, and/or discuss sports is I enjoy the beauty and grace of sports.	3,99	1,08	-1,07	0,70
MOT6	One of the main reasons that I watch, read, and/or discuss sports is that I enjoy being physiologically aroused by the competition.	3,56	1,09	-0,58	-0,24
MOT7	Sports are enjoyable only if you can bet on the outcome.	1,60	1,07	1,91	2,92
MOT8	One of the main reasons that I watch, read, and/or discuss sports is that doing so makes me feel good when my team wins.	4,10	0,99	-1,19	1,11
MOT9	One of the main reasons that I watch, read, and/or discuss sports is that doing so allows me to forget about my problems.	3,02	1,32	-0,01	-1,09
MOT10	Making wagers is the most enjoyable aspect of being a sports fan.	1,51	1,00	2,10	3,74
MOT11	One of the main reasons that I watch, read, and/or discuss sports is because most of my friends are sports fans.	2,68	1,27	0,30	-0,91
MOT12	I enjoy watching sporting events because to me sports are a form of art.	3,28	1,32	-0,29	-0,98
MOT13	To me, watching, reading, and/or discussing sports is like daydreaming because it takes me away from life's hassles.	3,04	1,27	-0,05	-0,97
MOT14	One of the main reasons that I watch, read, and/or discuss sports is I am the kind of person who likes to be with other people.	3,63	1,01	-0,60	0,06
MOT15	I enjoy sports because of their entertainment value.	4,23	0,82	-1,14	1,79
MOT16	I enjoy watching sports more when I am with a large group of people.	4,14	1,03	-1,32	1,40
MOT17	I enjoy watching sports because it increases my self-esteem.	2,82	1,24	0,13	-0,89
MOT18	I like the stimulation I get from watching sports.	4,55	0,75	-2,06	5,16
MOT19	I enjoy watching, reading, and/or discussing sports simply because it is a good time.	4,18	0,88	-1,16	1,52

Motivation (contd.)					
MOT20	To me, sports spectating is simply a form of recreation.	4,28	0,83	-1,24	1,81
MOT21	To me, my favorite team's successes are my successes and their losses are my losses.	2,47	1,42	0,53	-1,04
MOT22	I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my spouse.	2,13	1,23	0,77	-0,43
MOT23	I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my family.	2,60	1,34	0,31	-1,05
Behavioral Loyalty to Team					
BLT1	If there is a game of my team in my city, I attend.	3,76	1,24	-0,63	-0,68
BLT10	I listen to matches from the radio	3,15	1,39	-0,02	-1,28
BLT2	I follow my team from the media	4,53	0,81	-2,03	4,35
BLT3	I watch matches from TV	4,41	0,88	-1,51	1,91
BLT4	I watch soccer talk-shows	3,71	1,21	-0,67	-0,48
BLT5	I talk to family and friends about my team	4,14	1,03	-1,15	0,71
BLT6	I join conversations about my team	4,25	0,91	-1,20	1,11
BLT7	I read magazines about my team	3,51	1,31	-0,39	-1,01
BLT8	I use things with team logo	4,01	1,16	-1,03	0,14
BLT9	I follow news from the papers	4,35	0,92	-1,54	2,21
Conative Loyalty					
COL1	I am more likely to attend future games.	3,84	1,14	-0,77	-0,21
COL2	I am more likely to purchase the team's merchandise.	4,19	1,04	-1,36	1,34
COL3	I am more likely to watch the game highlights with other people.	3,94	1,09	-0,81	-0,11
COL4	I am more likely to buy (team name) clothing.	4,17	1,04	-1,27	1,01
COL5	I am more likely to support the (team name).	4,78	0,65	-3,89	17,02
Nationalism					
NAT1	Watching the team gives me a sense of connection with my fellow countryman.	3,16	1,42	-0,15	-1,28
NAT2	Watching the football team provides a sense of belonging to my nation.	3,15	1,46	-0,13	-1,36
NAT3	Reading about the team provides a sense of belonging to my nation.	3,05	1,44	-0,02	-1,31
NAT4	I enjoy reading about the team because it gives me a sense of pride in my country.	3,16	1,43	-0,15	-1,26
NAT5	Talking about the football team is one way I express my national pride.	3,05	1,46	-0,04	-1,33
NAT6	Watching the football team gives me a feeling of national pride that I do not get from any other activity.	2,85	1,42	0,14	-1,23

Appendix D.2. Measures of the Constructs and Descriptive Statistics-GER (N=228)

Item Code	Item Explanation	Mean	Std. Dev.	Skewness	Kurtosis
Attitudinal Loyalty					
ALO1	I might rethink my allegiance to my favorite team if this team consistently performs poorly.	4,61	0,768	-2,152	4,329
ALO2	I would watch a game featuring my favorite team regardless of which team they are playing.	4,29	1,077	-1,462	1,088
ALO3	I would rethink my allegiance to my favorite team if management traded away its best players.	4,50	0,960	-1,992	3,162
ALO4	Being a fan of my favorite team is important to me.	4,30	0,970	-1,154	0,109
ALO5	Nothing could change my allegiance to my favorite team.	4,31	1,043	-1,405	0,974
ALO6	I am a committed fan of my favorite team.	3,84	1,214	-0,633	-0,744
ALO7	It would not affect my loyalty to my favorite team if management hired a head coach that I disliked very much.	4,38	0,914	-1,623	2,306
ALO8	I could easily be persuaded to change my favorite team preference.	4,56	0,980	-2,141	3,415
ALO9	I have been a fan of my favorite team since I began watching professional football.	4,66	0,873	-2,772	7,124
ALO10	I could never switch my loyalty from my favorite team even if my close friends were fans of another team.	4,58	0,899	-2,292	4,691
ALO11	It would be unlikely for me to change my allegiance from my current favorite team to another.	4,55	0,963	-2,467	5,661
ALO12	It would be difficult to change my beliefs about my favorite team.	4,12	1,221	-1,320	0,769
ALO13	You can tell a lot about a person by their willingness to stick with a team that is not performing well.	3,18	1,039	-0,262	-0,100
ALO14	My commitment to my favorite team would decrease if they were performing poorly and there appeared little chance their performance would change.	4,52	0,941	-2,132	4,130
Fandom					
FAN1	I consider myself a sports fan	4,53	0,799	-2,090	4,953
FAN2	My friends see me as a sports fan.	4,42	0,874	-1,519	1,873
FAN3	Following sports is the most enjoyable form of entertainment.	4,19	1,044	-1,073	0,219
FAN4	My life would be less enjoyable if I couldn't follow sports.	3,67	1,291	-0,532	-0,956
FAN5	Being a sports fan is very important to me.	3,86	1,171	-0,786	-0,389

Identification					
IDE1	Overall, my team is viewed positively by others.	3,09	1,105	-0,144	-0,584
IDE2	In general, others respect my team.	3,39	1,074	-0,389	-0,405
IDE3	Overall, people hold a favorable opinion about my team.	3,19	1,125	-0,256	-0,618
IDE4	I feel good about being a fan of my team.	4,53	0,868	-1,981	3,422
IDE5	In general, I am glad to be a fan of my team.	4,56	0,763	-1,950	4,130
IDE6	I am proud to think of myself as a fan of my team.	4,41	0,917	-1,452	1,171
IDE7	When someone criticizes my team, it feels like a personal insult.	3,29	1,397	-0,206	-1,258
IDE8	In general, being associated with the team is an important part of my self-image.	3,45	1,328	-0,419	-0,968
IDE9	The team I am a fan of is an important reflection of who I am.	3,31	1,355	-0,206	-1,155
IDE10	When someone compliments my team, it feels like a personal compliment.	3,39	1,311	-0,317	-1,081
IDE11	What happens to my team will influence what happens in my life.	3,03	1,451	0,050	-1,321
IDE12	What happens to my team have an impact on my own life.	3,03	1,325	0,046	-1,109
IDE13	In general, changes for my team will change my own life.	2,78	1,312	0,082	-1,191
IDE14	I participate in activities supporting my team, such as attending games.	3,83	1,210	-0,781	-0,365
IDE15	I am actively involved in activities that relate to my team.	3,53	1,247	-0,360	-0,831
IDE16	I participate in activities with other fans of my team.	3,17	1,235	-0,089	-0,860
IDE17	I am aware of the tradition and history of my team.	4,39	0,881	-1,591	2,595
IDE18	I know the ins and outs of my team.	4,29	0,879	-1,240	0,881
IDE19	I have knowledge of the successes and failures of my team.	4,50	0,832	-2,072	4,861
Behavioral Loyalty to Club					
BLC1	I watch the games of my club in other sport branches.	3,42	1,175	-0,497	-0,568
BLC2	I go the games of my club in other sport branches.	2,82	1,332	0,134	-1,161
BLC3	I follow the games of my club in other sport branches from the media.	3,78	1,215	-0,746	-0,456
BLC4	I watch the TV channel of my club.	3,70	1,294	-0,664	-0,636
BLC5	I buy the magazine of my club.	2,93	1,442	0,158	-1,258
BLC6	I go to the stores of my club.	3,89	1,230	-0,887	-0,245
BLC7	I do shopping from the stores of my club.	3,79	1,244	-0,683	-0,632

Behavioral Loyalty to Club (contd.)					
BLC8	I visit the web site of my club.	4,10	1,161	-1,195	0,451
BLC9	I use the things with club logo.	4,07	1,140	-0,985	0,003
Motivation					
MOT1	One of the main reasons that I watch, read, and/or discuss sports is that doing so gives me the opportunity to temporarily escape life's problems.	2,98	1,072	0,195	-0,694
MOT2	One of the main reasons that I watch, read, and/or discuss sports is so I can bet on the sporting events	1,60	0,995	1,718	2,231
MOT3	One of the main reasons that I watch, read, and/or discuss sports is that I get pumped up when I am watching my favorite teams.	3,69	0,945	-0,110	-0,802
MOT4	One of the main reasons that I watch, read, and/or discuss sports is for their artistic value.	3,26	1,028	-0,168	-0,330
MOT5	One of the main reasons that I watch, read, and/or discuss sports is I enjoy the beauty and grace of sports.	3,93	0,943	-0,599	-0,093
MOT6	One of the main reasons that I watch, read, and/or discuss sports is that I enjoy being physiologically aroused by the competition.	3,40	0,931	-0,227	-0,116
MOT7	Sports are enjoyable only if you can bet on the outcome.	1,63	1,064	1,599	1,550
MOT8	One of the main reasons that I watch, read, and/or discuss sports is that doing so makes me feel good when my team wins.	3,50	1,043	-0,376	-0,339
MOT9	One of the main reasons that I watch, read, and/or discuss sports is that doing so allows me to forget about my problems.	2,69	1,174	0,396	-0,596
MOT10	Making wagers is the most enjoyable aspect of being a sports fan.	1,49	0,996	2,105	3,455
MOT11	One of the main reasons that I watch, read, and/or discuss sports is because most of my friends are sports fans.	3,02	0,945	0,051	-0,064
MOT12	I enjoy watching sporting events because to me sports are a form of art.	3,41	1,085	-0,357	-0,403
MOT13	To me, watching, reading, and/or discussing sports is like daydreaming because it takes me away from life's hassles.	2,84	1,124	0,174	-0,675
MOT14	One of the main reasons that I watch, read, and/or discuss sports is I am the kind of person who likes to be with other people.	3,56	0,906	-0,297	-0,064
MOT15	I enjoy sports because of their entertainment value.	4,08	0,836	-0,561	-0,395

Motivation (contd.)					
MOT16	I enjoy watching sports more when I am with a large group of people.	3,71	0,927	-0,163	-0,705
MOT17	I enjoy watching sports because it increases my self-esteem.	2,84	1,020	0,045	-0,497
MOT18	I like the stimulation I get from watching sports.	4,21	0,781	-0,565	-0,631
MOT19	I enjoy watching, reading, and/or discussing sports simply because it is a good time.	4,00	0,816	-0,631	0,084
MOT20	To me, sports spectating is simply a form of recreation.	4,06	0,866	-0,891	0,573
MOT21	To me, my favorite team's successes are my successes and their losses are my losses.	2,58	1,230	0,317	-0,846
MOT22	I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my spouse.	2,16	1,136	0,750	-0,216
MOT23	I like to watch, read, and/or discuss sports because doing so gives me an opportunity to be with my family.	2,68	1,259	0,272	-0,945
Behavioral Loyalty to Team					
BLT1	If there is a game of my team in my city, I attend.	4,21	1,167	-1,331	0,752
BLT2	I follow my team from the media	4,53	0,831	-1,849	2,879
BLT3	I watch matches from TV	4,36	0,926	-1,549	2,128
BLT4	I watch soccer talk-shows	3,69	1,170	-0,520	-0,609
BLT5	I talk to family and friends about my team	4,17	0,870	-0,736	-0,337
BLT6	I join conversations about my team	4,23	0,872	-0,752	-0,564
BLT7	I read magazines about my team	3,76	1,204	-0,573	-0,784
BLT8	I use things with team logo	4,06	1,024	-0,834	-0,066
BLT9	I follow news from the papers	4,18	1,044	-1,326	1,093
BLT10	I listen to matches from the radio	2,44	1,357	0,584	-0,792
Conative Loyalty					
COL1	I am more likely to attend future games.	3,94	1,150	-0,729	-0,501
COL2	I am more likely to purchase the team's merchandise.	4,07	1,096	-1,010	0,121
COL3	I am more likely to watch the game highlights with other people.	3,82	1,094	-0,534	-0,560
COL4	I am more likely to buy (team name) clothing.	4,07	1,055	-0,980	0,180
COL5	I am more likely to support the (team name).	4,54	0,916	-2,159	4,075

Nationalism					
NAT1	Watching the team gives me a sense of connection with my fellow countryman.	3,71	1,235	-0,701	-0,455
NAT2	Watching the football team provides a sense of belonging to my nation.	3,77	1,287	-0,792	-0,438
NAT3	Reading about the team provides a sense of belonging to my nation.	3,60	1,275	-0,636	-0,606
NAT4	I enjoy reading about the team because it gives me a sense of pride in my country.	3,48	1,352	-0,400	-1,019
NAT5	Talking about the football team is one way I express my national pride.	3,30	1,386	-0,316	-1,113
NAT6	Watching the football team gives me a feeling of national pride that I do not get from any other activity.	3,11	1,375	-0,068	-1,175
NAT7	When my team is playing, I am proud to be a citizen.	3,62	1,363	-0,599	-0,833
Ethnic Identity					
ETH1	I am a person who identifies with the Turkish group	4,05	0,977	-0,813	-0,081
ETH2	I am a person who considers the Turkish group important	4,11	0,988	-1,099	0,826
ETH3	I am a person who tries to hide belonging to the Turkish group	4,42	1,126	-1,840	2,070
ETH4	I am a person who sees myself as belonging to the Turkish group	4,31	0,982	-1,616	2,391
ETH5	I am a person who criticizes the Turkish group	3,07	1,187	0,111	-0,797
ETH6	I am a person who feels held back by the Turkish group	3,55	1,214	-0,255	-0,981
ETH7	I am a person who makes excuses for belonging to the Turkish group	4,13	0,971	-0,820	-0,188
ETH8	I am a person who feels strong ties with the Turkish group	4,10	0,972	-1,074	0,872
ETH9	I am a person who is annoyed to say I'm a member of the Turkish group	4,50	0,982	-2,081	3,351
ETH10	I am a person who is glad to belong to the Turkish group	4,28	0,979	-1,658	2,833
Acculturation					
ACC1	I am proud of being a German citizen.	2,18	1,140	0,533	-0,686
ACC2	I think of myself as being German citizen.	2,21	1,238	0,534	-0,889
ACC3	I feel that I am a part of German culture	2,56	1,328	0,127	-1,348
ACC4	Being German citizen plays an important part of my life	2,38	1,334	0,364	-1,206
ACC5	I feel good about being German citizen	2,30	1,161	0,251	-1,046
ACC6	I have a strong sense of being German citizen.	2,15	1,178	0,637	-0,657

Appendix E.1 Measurement Model Evaluation-TR

Construct	Items	Standardized Loading	Cronbach's Alpha	CR	AVE
Fandom	FAN1	0.723	0.878	0.863	0.563
	FAN2	0.741			
	FAN3	0.758			
	FAN4	0.644			
	FAN5	0.839			
Identification	IDE4	0.815	0.901	0.973	0.737
	IDE6	0.910			
	IDE8	0.933			
	IDE9	0.965			
	IDE10	0.820			
	IDE11	0.838			
	IDE12	0.864			
	IDE13	0.775			
	IDE15	0.995			
	IDE16	0.668			
	IDE17	0.872			
	IDE18	0.913			
	IDE19	0.735			
Motivation	MOT1	0.769	0.870	0.962	0.577
	MOT2	0.761			
	MOT3	0.553			
	MOT4	0.890			
	MOT5	0.678			
	MOT7	0.894			
	MOT9	0.863			
	MOT10	0.955			
	MOT11	0.511			
	MOT12	0.860			
	MOT13	0.739			
	MOT14	0.694			
	MOT15	0.724			
	MOT16	0.530			
	MOT18	0.665			
	MOT19	0.775			
	MOT20	0.758			
	MOT22	0.783			
	MOT23	0.844			

Attitudinal Loyalty		0.826	0.913	0.506
	ALO1	0.880		
	ALO2	0.636		
	ALO3	0.679		
	ALO4	0.828		
	ALO5	0.875		
	ALO6	0.778		
	ALO7	0.517		
	ALO8	0.506		
	ALO11	0.684		
	ALO12	0.597		
	ALO14	0.645		
Behavioral Loyalty to Club		0.926	0.918	0.590
	BLC1	0.621		
	BLC3	0.557		
	BLC4	0.662		
	BLC5	0.702		
	BLC6	0.900		
	BLC7	0.899		
	BLC8	0.811		
	BLC9	0.903		
Behavioral Loyalty to Team		0.894	0.898	0.526
	BLT2	0.720		
	BLT3	0.720		
	BLT4	0.694		
	BLT5	0.753		
	BLT6	0.833		
	BLT7	0.665		
	BLT8	0.698		
	BLT9	0.705		
Conative Loyalty		0.875	0.892	0.681
	COL1	0.704		
	COL2	0.982		
	COL3	0.622		
	COL4	0.937		
Nationalism		0.974	0.969	0.820
	NAT1	0.955		
	NAT2	0.983		
	NAT3	0.959		
	NAT4	0.898		
	NAT5	0.892		
	NAT6	0.773		
	NAT7	0.861		

Appendix E.2 Measurement Model Evaluation-GER

Construct	Items	Standardized Loading	Cronbach's Alpha	CR	AVE
Fandom	FAN1	0.584	0.861	0.858	0.553
	FAN2	0.723			
	FAN3	0.748			
	FAN4	0.714			
	FAN5	0.939			
Identification	IDE4	0.815	0.939	0.974	0.758
	IDE6	0.910			
	IDE8	0.933			
	IDE9	0.965			
	IDE10	0.820			
	IDE11	0.838			
	IDE12	0.864			
	IDE13	0.775			
	IDE15	0.995			
	IDE16	0.668			
	IDE17	0.872			
	IDE18	0.913			
	IDE19	0.735			
Motivation	MOT1	0.758	0.811	0.965	0.652
	MOT2	0.872			
	MOT4	0.725			
	MOT5	0.663			
	MOT7	0.849			
	MOT9	0.831			
	MOT10	0.853			
	MOT11	0.778			
	MOT12	0.887			
	MOT13	0.738			
	MOT14	0.772			
	MOT15	0.822			
	MOT16	0.803			
	MOT19	0.822			
	MOT20	0.904			
Conative Loyalty	COL1	0.834	0.915	0.907	0.714
	COL2	0.958			
	COL3	0.635			
	COL4	0.917			

Attitudinal Loyalty		0.895	0.930	0.551
	ALO1	0.843		
	ALO2	0.785		
	ALO3	0.713		
	ALO4	0.932		
	ALO5	0.862		
	ALO6	0.722		
	ALO7	0.709		
	ALO8	0.661		
	ALO11	0.675		
	ALO12	0.501		
	ALO14	0.670		
Behavioral Loyalty to Club		0.905	0.896	0.534
	BLC1	0.511		
	BLC3	0.500		
	BLC4	0.607		
	BLC5	0.552		
	BLC6	0.973		
	BLC7	0.926		
	BLC8	0.782		
	BLC9	0.819		
Behavioral Loyalty to Team		0.868	0.873	0.501
	BLT2	0.623		
	BLT3	0.610		
	BLT4	0.657		
	BLT5	0.823		
	BLT6	0.913		
	BLT7	0.703		
	BLT8	0.548		
	BLT9	0.515		
Nationalism		0.917	0.904	0.583
	NAT1	0.649		
	NAT2	0.576		
	NAT3	0.583		
	NAT4	0.873		
	NAT5	0.940		
	NAT6	0.816		
	NAT7	0.821		

Acculturation		0.934	0.928	0.681
	ACC1	0.795		
	ACC2	0.819		
	ACC3	0.768		
	ACC4	0.877		
	ACC5	0.840		
	ACC6	0.849		
Ethnic Identity		0.890	0.898	0.558
	ETH1	0.658		
	ETH2	0.713		
	ETH3	0.766		
	ETH4	0.805		
	ETH8	0.825		
	ETH9	0.684		
	ETH10	0.761		