

Stadyum Atmosferinin İzleyicilerin Tatmin ve Davranışsal Niyeti Üzerindeki Etkisi: Yeni Eskişehir Stadyumu Örneği

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Özet

Stadyumda maç izleyen taraftarlardan elde edilen gelirler futbol takımlarının temel gelirleri arasında yer almaktadır. Bu gelirin arttırılabilmesi için daha fazla izleyicinin stadyuma çekilmesi gerekmektedir. Taraftarları spor olayını canlı izlemeye motive eden en önemli faktör stadyum atmosferidir. Dolayısıyla, maç gelirini arttırmak isteyen kulüpler ve yöneticiler açısından stadyum atmosferinin izleyicilerin tüketim davranışları üzerindeki etkilerini incelemenin önemli olduğu düşünülmektedir. Bundan dolayı, bu çalışmada stadyum atmosferinin, izleyici tatmini ve davranışsal niyeti üzerindeki etkisinin incelenmesi amaçlanmıştır. Araştırma verileri yüz yüze görüşme tekniği kullanılarak anket aracılığıyla Eskişehir Yeni Stadyumda maç izleyen taraftarlardan elde edilmiştir. Anketin birinci bölümünde "Stadyum Atmosfer Ölçeği," ikinci bölümde tatmin, üçüncü bölümünde ise davranışsal niyeti ölçen maddeler yer almaktadır. Veri analizinde yapısal eşitlik modelinin metodolojik ilkelerinden yararlanılmıştır. Öncelikle ölçüm modeli test edilmiş, daha sonra yol analizi ile yapılar arasındaki ilişki ortaya çıkartılmıştır. Araştırma sonuçları stadyum atmosferinin hem izleyici tatmini hem de davranışsal niyet üzerinde pozitif ve doğrudan bir etkisi olduğunu ortaya koymuştur. Sonuç olarak literatür temel alınarak önerilen model, futbol kulüpleri ve yöneticilerine stadyum atmosferinin tüketici olarak taraftarların tüketim davranışları üzerindeki rolü hakkında önemli bilgiler sağlamaktadır.

Anahtar Kelimeler: Stadyum, Atmosfer, İzleyici, Tatmin, Davranışsal niyet

The Effect of Stadium Atmosphere on the Satisfaction and Behavioral Intention of Spectators: New Eskişehir Stadium Case

Abstract

The income obtained from the spectators who watch matches at the stadium is among the primary incomes of football teams. It is required to draw more spectators to the stadium in order to increase this income. The most important factor that motivates spectators to attend the match is the stadium atmosphere. Thus, it is considered that examining the effects of stadium atmosphere on the consumption behaviors of spectators is essential in terms of clubs and managers who desire to increase their match income. Therefore, in the present study, it was aimed to examine the effect of the stadium atmosphere on satisfaction and behavioral intention of spectators. The data were obtained by

questionary from spectators who watch the matches in the New Eskisehir Stadium. "The Stadium Atmosphere Scale" was included in the first part of the survey, and items that measure satisfaction and behavioral intention were included in the second part. The structural equation model was used for data analysis. First, the measurement model was tested, and then the relationship between the structures was revealed with path analysis. The results of the study revealed that the stadium atmosphere has a positive and direct effect on both the satisfaction and behavioral intention of the spectators. In conclusion, the suggested model, which was based on the literature, provides essential information about the role of stadium atmosphere on the consumption behaviors of spectators to the football clubs and managers.

Key Words: Stadium, Atmosphere, Spectator, Satisfaction, Behavioral intention

1. INTRODUCTION

The increasing interest in football caused professional football clubs to incorporate in order to obtain more income from different sources (Soygüden, 2016). Advertisement, sponsorship, tournament participation fee, selling uniforms, live broadcast, and stadium income are the revenue items that football clubs possess (Güngör, 2014). Among these, selling products such as uniforms, broadcast incomes, and stadium incomes are directly affected by the spectators. The income obtained from the spectators who watch the matches in the stadium is one of the primary income that professional clubs obtain (Soygüden, 2016). This income provides significant economic contributions to the clubs when the annual averages are considered. According to the report prepared by Deloitte (2020), FC Barcelona ranks first in match-day revenue with 159.2 million Euros in 2019. The match-day revenue constitutes 19 % of the total income of FC Barcelona. Real Madrid is in second place with 144.8 million euros, and Manchester United is in third place with 120.6 million Euros in the ranking.

In addition to the income it provides to the clubs, the stadiums host large-scale sports tourism events such as the World Football Championship and the European Football Championship and also help increase the revenue of the organization by affecting ticket sales (Alexe, 2017). The effect of the stadium atmosphere should be taken into account on this income of clubs or event organizers. Because the stadium atmosphere is considered as the most important reason that motivates spectators to watch the sports event live (Bauer, Sauer and Exler, 2005). Furthermore, stadiums provide significant contributions to the spectators in terms of experiencing different emotions, being entertained, and meeting hedonic consumption needs (Soygüden, 2016). Empirical findings indicate that the atmosphere perception of the spectators about the surroundings of the stadium affects the spectators in terms of re-participating in the future matches, recommending to their relatives, and willing to pay more (Theodorakis, Tsigilis & Alexandris, 2009; Uhrich & Benkenstein, 2011). Incomes getting from the spectators are among the primary revenue in events such as the European Football Championship (Alexe, 2017). In order to increase the income from this source, it is thought that it may be essential to examine the effect of the stadium atmosphere on the spectator consumption behavior.

In terms of literature, although there is much research about the physical properties of the venue where the sports event took place (Ko, Zhang, Cattani & Pastore, 2011; Tsuji, Bennett & Zhang, 2007;

Wakefield & Sloan, 1995), there is a limited number of studies about the effect of stadium atmosphere on the consumption behaviors of the spectators (Chen, Lin & Chiu, 2013; Jensen, Limbu & Choi, 2016). In Turkey, several new stadiums were constructed. Now, clubs possess new and bigger stadiums. With the construction of the new stadiums, Turkey has left behind many European countries. It was a candidate for the 2024 European Football Championship. New Eskisehir Stadium is one of the stadiums planned to use in the event with a capacity of 32,204 spectators (Batuhan, 2019). However, the effect of the atmosphere on the consumption behaviors of spectators in newly constructed stadiums was not examined yet. It was aimed to examine the relationship between stadium atmosphere and spectator satisfaction and behavioral intention within the scope of the study in order to contribute to the national and international literature. A theoretical model was suggested and tested by considering the previous studies in the literature. It is believed that the results obtained will contribute to the literature, clubs, sports, and event managers, in terms of understanding the consumption behavior of the spectators from the perspective of a stadium atmosphere.

1.1. *Atmosphere*

The concept of the atmosphere is used as the background of places or situations and defined as an emotional response to all stimulants in a particular environment (Uhrich & Koenigstorfer, 2009). In the field of marketing, the atmosphere is used to define the environment. The concept is defined as designing the purchasing environment to reveal certain emotions of a potential consumer (Kotler, 1973). It is perceived with senses such as visual, aural, tactile, etc. It is a factor that defines the environment which awakes pleasant emotions (Uhrich & Koenigstorfer, 2009). Planning following the concept of the atmosphere may play a role in organizations to be successful or not. Because the atmosphere affects certain variables related to marketing such as the individuals' stay duration, the consumer who demonstrates re-purchase behavior, and the perceiving pleasant emotions by the consumers (Donovan & Rossiter, 1982; Babin & Attaway, 2000; Tai & Fung, 1997).

1.2. *Stadium atmosphere*

According to the environmental psychology approach, the characteristics of the environment that an individual is to affect the emotional experiences of the individual (Mehrabian & Russell, 1974). By considering the environmental psychology approach, Uhrich and Koenigstorfer (2009) define stadium atmosphere as an emotional response that spectators demonstrate towards all the stimulants in a particular environment such as a stadium. The concept of the stadium atmosphere is used to define the place during the sports event and the physical features of the unique environment that spectators and officers are included (Uhrich & Koenigstorfer, 2009). Balaji and Chakraborti (2015) define the stadium atmosphere as the functional, emotional, and social aspects of the stadium that reveals cognitive, emotional, and behavioral reaction in the spectators during the sports event. As stated by Mehrabian and Russell (1974), it can be understood that environmental stimulants are significant in the emergence of stadium atmosphere perception.

There is a limited number of studies in the literature about the stadium atmosphere (Balaji &

Chakraborti, 2015; Chen, Lin & Chiu, 2013; Uhrich & Benkenstein, 2010; Uhrich & Koenigstorfer, 2009). There is not a consensus about the factors that affect the stadium atmosphere. According to Uhrich and Konigstorfer (2009), the spectator and the stimulants that emerge from the behaviors of the spectators, stimulants about the architecture of the stadium, stimulants about the sports event organization, and the stimulants caused by the match are the factors that affect stadium atmosphere. Balaji and Chakraborti (2015), on the other hand, state that the physical layout of the stadium that facilitates the access of the spectator, facility aesthetics that provides attraction to the stadium, entertainment experience, and social interaction are factors related to the stadium atmosphere. Different from other studies, Chen et al. (2013) expressed more factors that affect the stadium atmosphere. Entertainment, electronic devices, facility, team traditions, team performance, spectator passion, professional staff, spectators behavior, the team competition, and cheering groups are stated as the factors that affect the stadium atmosphere. In this study, the measurement model that contains the factors defined by Chen et al. (2013) was used in order to evaluate the stadium atmosphere extensively.

1.3. The relationship between the stadium atmosphere and spectator satisfaction

Spectator satisfaction is defined as a situation that creates pleasantness towards the products and services related to sports events (Yoshida & James, 2010). The sports competition and its results are the core products that result in the satisfaction or dissatisfaction of the spectator; however, the level of satisfaction may be affected by the external services presented in the stadium during the sports competition (Chang & Horng, 2010). The environmental feature is an element that affects the atmosphere perception of individuals (Balaji & Chakraborti, 2015). Thus, it is possible to state a relationship between atmosphere and satisfaction.

The relationship between these two was examined in previous studies with different contexts. In the study of Van Niekerk et al. (2016), which examined the relationship between customer satisfaction, store loyalty, and re-purchasing behavior with boutique atmosphere, it was determined that the atmosphere directly affected the satisfaction of customers. Vyas et al. (2016) contributed to the literature by determining the relationship between the store atmosphere and consumer satisfaction. Some studies reveal the relationship between atmosphere and satisfaction within the scope of sport context. In the study of Öztaş, Sevilmiş, and Şirin (2016), which examined the relationship between fitness center atmosphere and satisfaction and loyalty within the participant sports context, it was concluded that the atmosphere has a positive and significant effect on satisfaction. Some studies have examined the relationship between stadium atmosphere and spectator satisfaction in sports competitions. The findings of Jensen, Limbu, and Choi (2016) indicate that the stadium atmosphere affected spectator satisfaction in a college football competition. The study of Chen et al. (2013) concluded a similar result about the relationship between the stadium atmosphere and satisfaction. The stadium atmosphere has a critical role in carrying out the marketing and financial aims of sports organizations (Chen et al., 2013). The stadium atmosphere may guide the short and long-term behaviors of spectators by creating a unique experience and providing satisfaction. Uhrich and Koenigstorfer (2009) state that the stadium atmosphere may be affected by the different motivation

sources of spectators and spectators who have different motivations can be satisfied in an environment where potent stimulants are present. The first hypothesis of the study based on this information and the findings of previous studies were created as follows:

H₁ Stadium atmosphere has a positive and direct effect on the spectator satisfaction.

1.4. The relationship between spectator satisfaction and behavioral intension

Behavioral intention is defined as the behavioral dispositions that individuals reveal with their feelings, mental, and experiential assessments (Spears & Singh, 2004). It is a reliable indicator of actual behavior (Ajzen, 1991). It can be affected positively or negatively as a result of experiences. When it is positive, it results in re-purchasing and positive word-of-mouth communication with the customers. When it is negative, inclining towards alternative products or negative word-of-mouth communication is observed.

Behavioral intentions are essential for sports event organizers and marketing managers of sports clubs. Behavioral intentions play a vital role in the success of a sports event. The desire to buy tickets by more spectators for the next competition affects the income, and that competition becomes more interesting with positive word-of-mouth communication. In conclusion, this situation triggers an increase in spectator potential (Park et al., 2019).

Revealing the positive word-of-mouth communication and re-purchasing behavior by satisfying the customer can be assessed as a strategic obligation for contemporary professional clubs. Because satisfied customers adhere to the brand for long years, purchase the products and services of the brand more frequently, demonstrate less price sensitivity, advertise the brand, and pay more for the quality products and services (Marangoz, 2006). Therefore, it is crucial to satisfy the spectator in terms of sports marketers and organizers who desire to increase the incomes of sports clubs.

Previous studies conducted on the relationship between spectator satisfaction and behavioral intention presented significant findings. In the study of Park et al. (2019), which examined the relationship between the brand identity of athletes, satisfaction, and behavioral intention, it was concluded that satisfaction has a positive effect on behavioral intention. In the study of Yoshida and James (2010) conducted on spectators who watch matches in stadiums, it was determined that satisfaction has a significant effect on re-purchase behavior. A similar result was observed in the study of Duan et al. (2019), which examined the relationship between motivation, satisfaction, and behavioral intention in marathon spectators. In light of this information in the literature, the following hypothesis is suggested regarding the relationship between spectator satisfaction and behavioral intention.

H₂ Spectator satisfaction has a positive and direct on behavioral intention.

1.5. The relationship between the stadium atmosphere and behavioral intention

The environmental features of a place have a direct effect on the evaluation and behavior of

consumers (Turley & Milliman, 2000). For instance, store atmosphere affects the behaviors of consumers, such as re-purchasing and recommending. Based on this, it is considered that the atmosphere that stadiums possess as places where football competitions take place affects the spectator behaviors. However, although the relationship between stadium atmosphere and spectator satisfaction was revealed in previous studies, the relationship between stadium atmosphere and behavioral intention or its effect on behavioral intention was discussed in a limited number of studies (Chen, Lin & Chiu, 2013; Jensen, Limbu & Choi, 2016). It is possible to state that there are different results in the conducted studies. In the study of Chen et al. (2013), which examined the effect of stadium atmosphere on spectators, it was revealed that the stadium atmosphere has a direct effect on behavioral intention. On the other hand, Jensen et al. (2016) concluded that the relationship between the stadium atmosphere and behavioral relationship was not significant.

According to Uhrich and Benkenstein (2010), stadium atmosphere affects long-term behaviors of spectators such as club image and identifying the team with themselves, purchasing season tickets, and being a member of the club and short-term behaviors such as spending money in the stadium. Wakefield and Sloan (1995) state that the environmental features of the stadium are as useful as the loyalty to the team in attending the stadium and providing participation to the matches. As a result, based on the discussions mentioned above, the following hypothesis is suggested about the relationship between the stadium atmosphere and satisfaction:

H₃ Spectator satisfaction has a positive and direct effect on behavioral intention.

2. MATERIAL AND METHODS

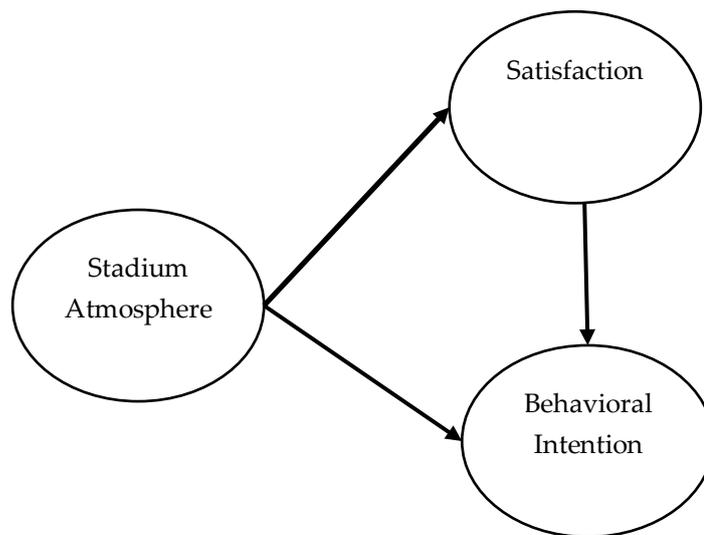


Figure 1. Conceptual framework

2.1. *Participants and procedures*

333 Eskişehirspor spectators who attend to Yeni Eskişehir Stadium and chosen with convenience sampling method were included in the study. The data were obtained during the matches between Eskişehirspor-Cesar Grup Ümraniyespor in the Week 14 and Eskişehirspor-Ekol Hastanesi Balıkesirspor in the Week 16 of Turkish Football Federation 1st League. Four interviewers were assigned in the data collection phase. The interviewers were informed about the data collection phase and the aim of the study before collecting the data. Furthermore, the interviewers were trained interactively about the data collection phase. In the data collection phase, the interviewers were assigned in the western stand of the first category, the eastern stand of the second category, northern end stands of the third category, and southern end stands of the fourth category. The data were collected one hour before the match and during the half-time with voluntary participation principle. According to demographic characteristics, 92.5% of respondents (n=308) were male and 7.5% (n=25) were female. Most of the respondents were from the 18-25 age group (44.1%, n=147). According to the profession, the majority of the participants were from the worker profession group, with 20.1% (n=67). More than half of respondents had undergraduate education level (56.2%, n=187 people). Most of the respondents (27.6, n= 92) followed the average seven games in New Eskişehir Stadium during the 2019-2020 season Turkish 1st League. The majority of respondents consisted of those who have a monthly income of 3001 TL - 4000 TL with a rate of 26.1% (n=87).

2.2. *Data collection technique and tools*

The data were collected with a survey that consists of three sections by using the face-to-face interview method. The first part of the survey includes "Stadium Atmosphere Scale" consisting of 10 dimensions and 30 items and developed by Chen et al. (2013), the second part includes items that measure spectator satisfaction and behavioral intention which were adapted from the study of Yoshida and James (2010). The third part includes of demographical questions.

The items in the instruments were translated using reverse-translation. They were first translated from English to Turkish. Then, two different translators performed a reverse translation from Turkish to English (Banville, Desrosiers & Genet-Volet, 2000). This process involved four scholars fluent in both languages and with experience in sports marketing research. The translators and researchers then met and compared the items with the originals. In the next stage, a pilot study was carried out about the understandability of the expressions on items of scales for the Turkish population. At this stage, the internal consistency and item-total correlation of the items were examined. For this, a group consisting of 50 students who studied in different departments of the Faculty of Sport Sciences of Eskişehir Technical University and watched a match in New Eskişehir Stadium was selected. As a result of the data analysis, it was determined that the internal consistency value of the SAS was 0.842, the satisfaction scale was 0.900, and the behavioral intention factor was 0.691. Since these values are very close and above 0.700, it can be stated that the measurement tools have internal consistency (Hair, Black, Babin & Anderson, 2013). The item-total correlation values are expected to be over 0.30 to determine if there is a problem in the expressions on scales. As a result of the analysis, it was determined that four items were below the threshold of 0.30. These items were tolerable; that is, they

were not removed because they were over 0.200 thresholds (Seçer, 2015). Items were revised, and minor corrections were made on them.

2.3. Data analysis

Structural Equation Model (SEM) was used to reveal the relationship between the stadium atmosphere, spectator satisfaction, and behavior intention. SEM is a multivariate statistical method based on identifying observable and non-observable variables in a causal and relational model. The two-step approach was followed to test the theoretically proposed model. Firstly the measurement model and then the structural model was analyzed. The validity of the measurement model was determined through convergent and discriminant validity analyses. The internal consistency of the constructs was measured through composite reliability (CR). The average variance extracted (AVE) was calculated for convergent validity (Hair et al., 2013). The correlation between the structures was calculated for discriminant validity. The correlation values between the structures were calculated for discriminant validity.

The appropriateness of the data to both the measurement and structural models was examined using Chi-square (χ^2), Chi-square by degrees of freedom (χ^2/df), Comparative Fit Index (CFI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR) (Hair et al., 2013). Chi-square by degrees of freedom values for acceptable level should be less than 3.0 (Kline, 2011); CFI index should exceed .90 (Browne & Cudeck, 1993), RMSEA values should be equal or less than .08 (Hair et al., 2013), and SRMR should be less than .10 for acceptable fit (Browne and Cudeck, 1993).

3. FINDINGS

3.1. Measurement model

The 13-structured measurement model used in the study was tested with DFA. Since the data showed normal distribution, the covariance matrix was created by using the Maximum Likelihood calculation method. The results of the relationship between the variables were checked after the analysis. As a result of the check, it was observed that the values of the 25th item (Spectators shout at judge's call in the stadium, $p=0.219$) included in spectator behavior and 22nd item (Umpires are professional in the stadium, $p=0.917$) included in the professional staff dimension were not significant. The fit indexes as a result of the analysis are as follows: χ^2 (741, $N=333$) =2.139; $p<.01$; $\chi^2/sd=2.7210$; CFI =0.852; RMSEA =0.059; SRMR=0.085. The analysis was performed once again after these two items were excluded. It was determined that all the p values of the remaining variables were significant. When the standardized regression coefficients were examined, it was observed that 3rd item (Players interact with spectators in New Eskisehir Stadium) included in entertainment factor had 0.296, 15th item (Win/loss records of the team are emphasized in New Eskisehir Stadium) included in team tradition had 0.169, 18th item (Overall performance of fans' favorite team is great in New Eskisehir Stadium) included in team performance had 0.279, 27th item (Spectators get emotional when players fight in New Eskisehir Stadium) included in spectator behavior had 0.394, and 40th item (The likelihood that you would recommend the game to a friend is...) included in behavioral intention had 0.447-factor

load value. These items were excluded since they were below the 0.500-factor load value threshold (Hair et al., 2013). The 26th item in the spectator behavior dimension was excluded from the analysis since it was the only item left in that dimension. It was observed that the fit indexes were at acceptable levels after these items were excluded (χ^2 [461, N=333] =813.374; $p < .01$; $\chi^2/sd=1.764$; CFI = 0.929; RMSEA =0.048; SRMR=0.074).

Table 1. Factor loading, CR, AVE, and Cronbach's alpha values

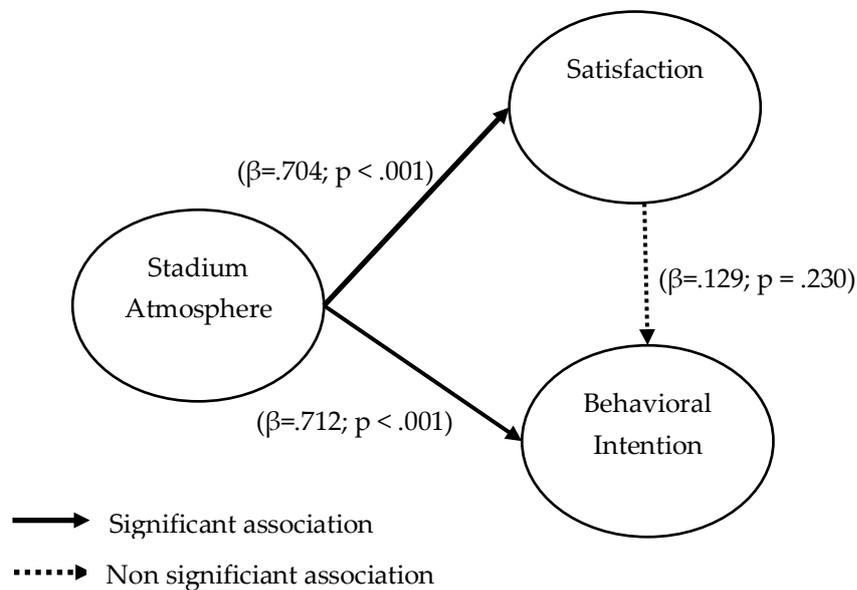
| Structures | Factor Loading |
|---|----------------|
| Entertainment (CR= .775), (α = .772), (AVE= .460) | |
| Half-time shows are attractive in New Eskisehir Stadium. | .673 |
| Giveaways are offered in New Eskisehir Stadium. | .693 |
| The mascot is famous in New Eskisehir Stadium. | .678 |
| Promotional activities are provided in New Eskisehir Stadium. | .669 |
| Electronic device (CR= .697), (α = .695), (AVE= .367) | |
| Lighting is excellent in New Eskisehir Stadium. | .531 |
| Music is exciting in New Eskisehir Stadium. | .628 |
| The scoreboard is excellent in New Eskisehir Stadium. | .575 |
| Acoustics is encouraging in New Eskisehir Stadium. | .680 |
| Facility (CR: .728), (α = .718), (AVE= .477) | |
| Seating is comfortable in New Eskisehir Stadium. | .621 |
| The architecture of the facility is unique in New Eskisehir Stadium. | .818 |
| The quality of the facility is excellent in New Eskisehir Stadium. | .614 |
| Team traditions (CR: .692), (α =.685), (AVE= .530) | |
| Color of team jersey encourages fans in New Eskisehir Stadium. | .684 |
| Team chanting encourages fans in New Eskisehir Stadium. | .770 |
| Team performance (CR= .733), (α = .683), (AVE= .578) | |
| Fans are excited when their favorite team scores in New Eskisehir Stadium. | .781 |
| Perceived team morale is intense in New Eskisehir Stadium. | .740 |
| Spectators' passion (CR= .752), (α = .699), (AVE= .512) | |
| The perceived number of spectators is large in New Eskisehir Stadium. | .590 |
| The perceived level of spectators' support is intense in New Eskisehir Stadium. | .897 |
| The perceived spectators' passion is intense in New Eskisehir Stadium. | .621 |
| Professional staff (CR= .703), (α = .681), (AVE= .550) | |
| Commentators' words encourage fans in New Eskisehir Stadium. | .600 |
| Coach's behavior encourages fans in New Eskisehir Stadium. | .861 |
| Team competition (CR= .732), (α =.722), (AVE= .478) | |
| The degree of rivalry between the two teams' degree of the rivalry of the teams is emphasized in the stadium. | .639 |
| The perceived competitiveness of the teams is intense in New Eskisehir Stadium. | .706 |
| The importance of the game is highlighted in New Eskisehir Stadium. | .727 |

| | |
|---|------|
| Cheering groups (CR= .667), (α = .637), (AVE= .402) | |
| Cheerleaders' performance is attractive in New Eskisehir Stadium. | .551 |
| Set maneuvers performed by fans waves are frequent in New Eskisehir Stadium. | .692 |
| Cheering sticks are frequently used in New Eskisehir Stadium. | .653 |
| Service Satisfaction (CR= .950), (α =.950), (AVE= .865) | |
| I am satisfied with the service I experience at this stadium. | .926 |
| I am happy with the service I experience at this stadium. | .968 |
| I am delighted with the service I experience at this stadium. | .896 |
| Game Satisfaction (CR= .922), (α =.920), (AVE= .798) | |
| I am satisfied with the game I watch at this stadium. | .840 |
| I am happy with the game I watch at this stadium. | .931 |
| I am delighted with the game I watch at this stadium. | .907 |
| Behavioral Intention (CR= .787), (α =.776), (AVE= .649) | |
| The probability that I will attend another sporting event of my team is ... | .841 |
| If I had to attend this game again, the probability I would make the same choice is ... | .769 |

It was determined that the factor loads of the remaining items were over 0.500, which is an indicator of convergent validity. (Hair et al., 2013). CR and AVE values were also calculated within the scope of convergent validity. CR values of all factors were over .60 (Bagozzi and Yi, 1988; Hair et al., 2013) and AVE values were over .50 (Fornell and Larcker, 1981), except for the entertainment (.460), electronic device (.367), facility (.477), team competition (.478), and cheering groups (.402) factors (see Table 1). According to Hatcher (1994), when the CR is acceptable, a marginally low value of the AVE can be accepted. Therefore, we can say that the convergent validity of the measurement model was acceptable.

Table 2. Correlation values between factors

| | En | ED | Fa | T.T | T.P | S.P | P.S | T.C | C.G | S.S | G.S | B.I |
|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-----|
| En | 1 | | | | | | | | | | | |
| ED | .204** | 1 | | | | | | | | | | |
| Fa | .269** | .452** | 1 | | | | | | | | | |
| T.T | .230** | .394** | .321** | 1 | | | | | | | | |
| T.P | .170** | .292** | .275** | .374** | 1 | | | | | | | |
| S.P | .117* | .244** | .275** | .281** | .288** | 1 | | | | | | |
| P.S | .232** | .346** | .362** | .220** | .249** | .303** | 1 | | | | | |
| T.C | .278** | .265** | .280** | .240** | .137* | .321** | .379** | 1 | | | | |
| C.G | .134** | .247** | .298** | .352** | .230** | .433** | .333** | .439** | 1 | | | |
| S.S | .317** | .245** | .437** | .127* | .181** | .193** | .322** | .186** | .228** | 1 | | |
| G.S | .179** | .331** | .405** | .271** | .226** | .359** | .373** | .326** | .347** | .556** | 1 | |



| | | | | | | | | | | | | |
|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| B.I. | .266** | .371** | .282** | .354** | .345** | .263** | .336** | .265** | .228** | .231** | .278** | 1 |
|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---|

Note: Entertainment; En; Electronic Device: ED; Facility: Fa; Team Traditions: TT; Team Performance: TP; Spectators' Passion: SP; Professional Staff: PS; Team Competition: TC; Cheering Groups: CG; Service Satisfaction: SS; Game Satisfaction: GS; Behavioral intentions: BI. * $p < 0.05$, ** $p < 0.01$

Correlation values between the constructs were analyzed for discriminant validity. It was found that the relationships between the constructs were significant at the level of $p < 0.01$ and $p < 0.05$ and did not exceed .85 (Kline, 2011). This result showed that the measurement model has discriminant validity. For the reliability of the assessment, the Cronbach's alpha internal consistency coefficient was calculated. The Cronbach's alpha coefficients of all the constructs ranged from .637 to .950 (see Table1). According to Hair et al. (2013) and Streiner and Norman (2003), Cronbach's alpha coefficient above 0.60 is interpreted as satisfactory and reliable. Therefore, it can be stated that the measurement is reliable.

3.2. Structural model

Structural equation modeling was performed after the measurement model was verified. The analysis results were presented in Table 3. According to SEM results, the effect of the stadium atmosphere on spectator satisfaction was determined as significant ($\beta=.704; p < .001$), and H_1 was accepted. It was observed that the effect of spectator satisfaction on behavioral intention was not significant ($\beta=.131; p = .230$), and H_2 was not supported. On the other hand, it was determined that the effect of the stadium atmosphere on behavioral intention was determined as significant ($\beta=.710; p < .001$), and H_3 was accepted. Path coefficients were demonstrated in Figure2.

Figure 2. Structural equation model

Three hypotheses developed based on the literature were suggested in the study. As a result of the hypothesis tests, two of them were accepted, and one of them was refused. The fit indexes used in the evaluation of model and data fit are as follows: χ^2 [513, N=333] =1028.268; $p < .01$; $\chi^2/df = 2.004$, CFI = 0.896; RMSEA =0.055, SRMR=0.077. The values related to the structural model analysis results are presented in Table 3.

Table 3. The Result of Structural Model Analysis

| Relationship | Standard. R ² | SE. | t | p | Results |
|--|--------------------------|------|-------|--------|---------------|
| Satisfaction ← - - - Stadium Atmosp. | .704 | .399 | 3.852 | .001** | Supported |
| Behaviors Intention ← - - - Satisfaction | .129 | .145 | 1.200 | .230 | Not supported |
| Behavioral Intention ← - - - Stadium Atmosp. | .712 | .395 | 3.656 | .001** | Supported |

4. DISCUSSION AND CONCLUSION

This study examined the relationships among the stadium atmosphere, spectator satisfaction and, and behavioral intentions in soccer spectators. Three hypotheses were tested within the scope of the model developed based on the literature. As a result of the analysis, it was found that the stadium atmosphere had a positive and significant effect on spectator satisfaction and behavioral intent. It was observed that the spectator satisfaction did not have a positive and significant effect on behavioral intent.

One of the noticeable results of the study was the positive and direct effect of the stadium atmosphere on spectator satisfaction. A similar result was observed in the study of Chen et al. (2013) with basketball spectators and the study of Jensen et al. (2016) with college football spectators. Both studies concluded that the stadium atmosphere affects the spectator satisfaction. The result obtained in this study contributes to the literature by determining that the stadium atmosphere of New Eskişehir Stadium affects the spectator satisfaction of professional football league spectators in Turkey.

Another remarkable result of the study is that spectator satisfaction does not have a significant effect on behavioral intention. A similar result was determined in the study of Yoshida and James (2010), which examined the effect of match and service satisfaction on behavioral intention in Japanese baseball spectators and American football spectators. According to the results of the study, there was not a significant relationship between service satisfaction and behavioral intention in American football spectators. One of the reasons for the findings of this study may originate from not fulfilling the expectations of spectators in terms of match quality. Because match quality significantly affects behavioral intention (Yoshida & James (2010). Different reasons may have affected the non-significant relationship between these two structures. According to Cavdar and Kırçova (2018), team and match quality perception, failure of the team, the low value of entertainment are the leading factors that affect the decision of not attending the match. In the period when the data were obtained, Eskişehirspor ranked at last in TFF (Turkish Football Federation) 1st League (Turkish Football Federation, 2020). Therefore, this situation suggests that the team and match quality were low, the

team was unsuccessful, and the value of entertainment was low. Thus, although spectators were satisfied with the stadium atmosphere, they may have experienced dissatisfaction, and their behavioral intentions may have affected negatively due to the reasons mentioned above.

Another significant result of the study is the positive and direct effect of the stadium atmosphere on behavioral intention. Two different results are mentioned in the limited number of studies in the literature. While the results of the study of Chen et al. indicate that the stadium atmosphere affects behavioral intention, the study of Jensen et al. (Jensen et al., 2016) determined that this relationship was insignificant. Two remarkable elements can be discussed about this issue. The first one is that sports spectators are defined as a heterogeneous group (Uhrich & Koenigstorfer, 2009). Secondly, the stadium atmosphere perception of spectators may differ by the sports type and culture (Chen et al., 2013; Jensen et al., 2016; Koenigstorfer, Groeppel-Klein & Kunkel, 2010). Therefore, different results of the effect of the stadium atmosphere on behavioral intention may originate from the cultural differences and the various features of sports spectators. Based on this, the results obtained in this study contribute to the literature by determining that the stadium atmosphere affects the behavioral intention of football league spectators in Turkish culture.

In addition to the contribution of the study to the literature, the inferential effects are discussed for the club and sports managers. The stadium atmosphere is a phenomenon that spectators experience as a result of their interaction with the features and opportunities of the stadium during the on-site consumption of sports events (Balaji & Chakraborti, 2015). Features such as the scoreboard, illumination, sound system, architecture, etc. are physical features that affect the stadium atmosphere (Hightower, Brady & Baker, 2002). The organizer of the sports event, spectators, and the match itself is among the stimulants of the stadium atmosphere (Koenigstorfer et al., 2010). However, these features differ under the culture. For instance, physical location, aesthetics of the facility, entertainment experience, and social interaction are defined as the factors that affect the stadium atmosphere in India (Balaji & Chakraborti, 2015). In American college football, electric devices, team performance, spectator passion, professional staff, and team competition are the factors that affect the stadium atmosphere (Jensen et al., 2016). As a result of this study, entertainment, electronic devices, facility, team traditions, team performance, spectator passion, professional staff, team competition, and spectator groups demonstrated reliable and valid results as the factors that affect the stadium atmosphere. Therefore, sports and events managers should consider the factors as mentioned above if they desire to satisfy the football spectators in Turkey or desire to affect their attendance in future competition.

As a result of the study, it was observed that the stadium atmosphere affected spectator satisfaction and behavioral intention. A satisfied sports consumer is inclined to attend the next competition and can develop a long-term relationship with the service provider (Silveira, Cardoso, Quevedo-Silva, 2019). Developing a long-term relationship signifies an increase in club revenues. Furthermore, one of the effective ways of obtaining a new customer is positive word-of-mouth communication (Severt, Wang, Chen & Breiter, 2007). Therefore, clubs and sports managers should pay attention to the features that affect the stadium atmosphere in order to satisfy the spectators and influence their

behavioral intentions. Thus, they can develop a long-term relationship with the spectators, reach to new spectators with less effort, and consequently, increase the stadium revenue of the club.

Stadium atmosphere is one of the leading factors that affect the attendance of spectators (Cavdar & Kircova, 2018; Soygüden, 2016). For this reason, clubs should analyze the features that would contribute to the stadium atmosphere if they desire to draw more spectators and increase their income.

5. LIMITATION AND FUTURE RESEARCH

While this study provides some theoretical and practical contributions, it has some limitations which need to be acknowledged. First, this study is restricted to only New Eskisehir Stadium. The data were obtained only from the spectators watching the match in New Eskisehir Stadium. Future research can include other stadiums. Second, the convenience sampling method was used in the research. This would affect the generalizability of the results. Therefore, it is recommended that future researches involving random sampling methods are carried out. Third, the factors affecting the stadium atmosphere have been previously tested on spectators in different cultures. Considering the stimulus of the stadium atmosphere can differ according to culture (Balaji & Chakraborti, 2015), it is recommended to investigate the stadium atmosphere factors for Turkish football spectators in future studies. Last, only the effect of the stadium atmosphere on spectators' satisfaction and behavioral intent was examined in the study. In future research, the effect of the stadium atmosphere should be examined on different structures such as spectator motivation, stadium retention, etc. Thus, the effect of the stadium atmosphere on different aspects of spectators' behavior can be observed.

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Author Contribution

The author is responsible for describing the research problem, data collection, data analysis, editing of the article, and providing financial support.

Conflicts of Interest

The author declares no conflict of interest.

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