

E-FANGELISM OF TURKISH FOOTBALL SUPPORTERS

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A Çalışma Deseni (Study Design)

B Verilerin Toplanması (Data Collection)

C Veri Analizi (Statistical Analysis)

D Makalenin Hazırlanması (Manuscript Preparation)

E Maddi İmkanların Sağlanması (Funds Collection)



Abstract: It is seen that there are many studies in the literature on subjects such as loyalty and fanaticism for sports fans. The concept of e-angelism was adapted and evaluated by Dwyer, et al. from a different perspective. According to this point of view, it is stated that sports fans who have high level of identification and adherence to their favorite teams have spread and advertised their own teams as E-Fangelism. Evaluations, it was determined that the level of E-Fangelism of the supporters of football teams and the differences according to the different variables (Age, Income, Status, Education, Favorite Team) are the main objectives of the study. The tudy involved a quantitative research methodology and convenience sampling with a total sample of 1752 sports fan. Sports Team Efangelism Scale consisting of 12 items and 4 sub-dimensions which were developed by Dwyer, Greenhalgh et al. and adapted to Turkish by Yüksekbilgili) were used. According to results of ANOVA and t-tests, it is found out that there were significant differences between some demographic variables of football fans in different dimensions.

Keywords: E-fangelism, Football, Fans

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1. INTRODUCTION

Many sports in history have been adopted by different societies and have become a sociologically important phenomenon. However, the football sector needs a different assessment. According to (Palacios-Huerta, 2004), football is considered the most popular sport in the world. Individuals' love and interest in football is not diminished due to factors such as age, education or income. As a results of investigations, 4 out of 10 people living in America, Asia, Middle East and European countries were found to be associated with medium or high level about football (Nielsen.com, 2018). Specifically, individuals and communities in Turkey for more than a sport that football is much more than a reference to the sense.

The interest in academic research related to football and different fields of science (Psychology, Sociology, Physiology, Training, Marketing, Management, Sociology, etc.) has emerged since the beginning of the twentieth century and continues today ((Patrick 1903); (McWeeney 1914); (Currie 1919); (Magoun 1929); (Meisl 1955); (Mason 1981); (Peel and Thomas 1988); (Hawkins, Hulse et al. 2001); (Edensor 2015)). In addition, research carried out within the scope of football support has increased the number and variety of national and international literature in recent years ((Çelik and Akçi 2016); (Aycan, Polat et al. 2009); (Malcolm, Jones et al. 2000); (Dolton¹ and MacKerron 2018)).

The concept of evangelism is considered as an aspect of Christianity within the Protestant churches. From the point of view of the emergence process of evangelism began with the birth of Jesus (Terry 1998). The Evangelism approach is based on the philosophy of conducting propaganda activities against the non-Christian people, who are clerics and members of the Protestant churches to promote Christianity. The concept of evangelism was adapted and evaluated by Dwyer, Greenhalgh et al. (Dwyer, Greenhalgh et al. 2015) from a different perspective. According to this point of view, it is stated that sports fans who have high level of identification and adherence to their favorite teams have spread and advertised their own teams as E-Fanjelism.

It is observed that sports enthusiasts engage with their favorite teams, wear team suits, attach glue to their cars and keep their favorite team emblems and logos in their life (Dietz-Uhler and Lanter 2008). For some sport fans, even if the level of participation in these behaviors is relatively low, other sports fans consider it a necessity to perform such behaviors for their favorite teams.

Being Supporters

Although the concepts of sports audience and sports supporters are close to each other, they are considered as concepts separated from each other in terms of basic characteristics (Günay and Tiryaki 2003). By Wann (Wann 1997) stated that the concept of advocacy involves a more intense identification than the spectator concept, whereas the concept of the audience is only an adjective given to the individuals who follow it at that time.

By Zillmann, Bryant et al. (Zillmann, Bryant et al. 1989) state that individuals' being fanatical provide different psychological and sociological (belonging, self-confidence, social environment, solidarity, etc.) benefits for individuals. The concept of sport advocacy affects individual self-development by helping people to learn how to deal with feelings and frustration (Branscombe and Wann 1991). In addition, Wann and Branscombe (1990) classified the supporters according to their behavior and their dependence on their favorite teams;

- Violently Connected Fans

(Fans who have a very high sense of commitment and identification to their favorite teams and who support their favorite team in any case at the highest level)

- Connected Fans by Case to Team

(The Supporters of the Team Supporting Their Favorite Teams in the Context of the Success of the Team, Their Material Status and Social Impact)

Fanaticism

Fanaticism word refers to its meaning, supporting any thoughts with frantically, angrily, (Marimaa 2011). The concept of fanaticism is not only a concept used in sports circles, but also a concept that is used and accepted in politics (Koç 2010). Although not used in general, the word fanaticism is used instead of bigotry (Ayan 2006). It is thought that there are some similarities between the concept of Fanaticism used in sport and the concept of E-Fanaticism. It is thought that the concept of fanaticism used in sports and the concepts of identification and commitment within E-Fanaticism can be related. Moreover, it is stated that who have high fanaticism levels are also likely to make their propaganda and advertising high level. Particularly, it is stated that the fanaticism levels of football fans in the World sports community are higher than other sports branches.

As a result of the evaluations, it was determined that the level of E-Fanaticism of the supporters of football teams and the differences according to the different variables (Age, Income, Status, Education, Favorite Team) are the main objectives of the study.

2. MATERIAL AND METHOD

Sampling Group: The universe of the research consists of football fans who reside in three metropolitan cities (Istanbul, Ankara, Izmir)(Three Big Cities in Turkey). The sample of the study consists of 1752 football supporters in Istanbul, Ankara and Izmir. In the research, it is preferred to collect data by sampling of basic random. The sampling method of the sample is the non-random sampling method selected by the researcher in the evaluation of the sample group selected from the universe (Etikan and Bala 2017). The main purpose of selecting this method is to reach more participants in a shorter time.

Data collection tool: The data collection tool consisted of two parts. In the first part of the data collection tool, a questionnaire consisting of the demographic information of the participants and in the second part, the Sports Team Evangelism Scale consisting of 12 items and 4 sub-dimensions which were developed by Dwyer, Greenhalgh et al. (Dwyer, Greenhalgh et al. 2015) and adapted to Turkish by Yüksekbilgili (Yüksekbilgili 2017) were used.

Table 1. Personal information of sports fans

Personal Information	Groups	Frequency (f)	Percentage (%)
Gender	Male	774	44,2
	Female	978	55,8
Age	18-25 Age	646	36,9
	26-35 Age	572	32,6
	36 Age and Over	534	30,5
Income Status (Monthly)	0-1500 TL	565	32,2
	1501-3000 TL	801	45,7
	3001 TL and Over	386	22,0
Education Level	Middle School	280	16,0
	High School	648	37,0
	University	824	47,0
Favorite Team	Beşiktaş	445	25,4
	Fenerbahçe	461	26,3
	Galatasaray	391	22,3
Marital Status	Others	455	26,0
	Married	871	49,7
Total	Single	881	50,3
		1752	

Data Collection and Analysis: Data collection tool was applied to football fans one-to-one. It was observed that the data collection tool was completed within 10 minutes. Participants' participation in the research was carried out on a voluntary basis. The participants were not charged any fees and were not paid. In the analysis of the data, the demographic information of the participants and the frequency and percentage analysis were used for the answers to the questions. Then, the participants' data collection tool, age, gender, income status, education status, Favorite Team, whether the differences according to the variables were examined. In order to determine the differences between the groups, it was determined that the data were normally distributed in order to decide which analysis to use as parametric and non-parametric. In this context, parametric analysis methods are used in data analysis. Independent T-test was used to determine the difference between two groups, and One-Way Analysis of Variance was used to determine the difference between two groups. Scheffe analysis from Post-Hoc tests was used to determine which group was the difference between more than two groups.

3. RESULTS

According to the analysis of the data obtained from the total score and the sub-dimensions of the Evangelism scale of the participants, it was determined according to the Skewness and Kurtosis values in which the data were normally distributed both in total score and in all sub-dimensions (+ 1.96 / -1.96). In this sense, parametric analysis methods were used for data analysis (Can, 2016).

Table 2. Evangelism average scores and kurtosis-skewness values of sports fans datas

Sub-Dimension	X̄	Ss	Skewness	Kurtosis
Advocate	3,30	1,23	-,320	-1,078
Advertisement	3,28	1,23	-,254	-1,144
Provocation	2,97	1,26	-,005	-1,167
Adopt	3,37	1,30	-,352	-1,162
Total	3,22	1,14	-,261	-1,107

The mean total score of Evangelism scale of the participants was determined as $X = 3.22$. In other words, the sport team evangelism levels of the participants were determined at a moderate level. The subscale with the highest average was the ad sub-dimension with an average of $X = 3.37$ and the sub-dimension with the lowest mean was the sub-dimension with the mean of $X = 2.97$.

Table 3. T-test result according to gender of sports fans

Sub-Dimension	Gender	n	X̄	Ss	t	p	Difference
Advocate	Male (1)	774	2,65	1,18	22.50	,000*	2>1
	Female(2)	978	3,82	1,00			
Advertisement	Male (1)	774	2,71	1,18	18.90	,000*	2>1
	Female(2)	978	3,73	1,07			
Provocation	Male (1)	774	2,41	1,18	17.75	,000*	2>1
	Female(2)	978	3,40	1,14			
Adopt	Male (1)	774	2,73	1,30	20.36	,000*	2>1
	Female(2)	978	3,88	1,06			
Total	Male (1)	774	2,62	1,09	22.16	,000*	2>1
	Female(2)	978	3,70	0,93			

Table 3 shows the mean scores obtained from the sports team evangelism scale and the average scores obtained from the sub-dimensions according to the gender variable of the participants. According to the results, both the total score [$t(1752) = 22.16, p < .05$] and all the sub-dimensions [$t(1752) = 22.50, 18.90, 17.75, 20.36, p < .05$] in favor of female

participants in favor of male participants A statistically significant difference was found.

Table 4. ANOVA result according to age of sports fans

Sub-Dimension	Age	n	\bar{X}	Ss	F	p	Difference
Advocate	18-25 Age(1)	646	3,45	1,21	16,38	,000*	1,2>3
	26-35 Age(2)	572	3,35	1,13			
	36 Age and Over(3)	534	3,06	1,31			
Advertisement	18-25 Age(1)	646	3,38	1,22	9,72	,000*	1,2>3
	26-35 Age(2)	572	3,35	1,15			
	36 Age and Over(3)	534	3,09	1,29			
Provocation	18-25 Age(1)	646	3,06	1,26	9,37	,000*	1,2>3
	26-35 Age(2)	572	3,05	1,25			
	36 Age and Over(3)	534	2,77	1,26			
Adopt	18-25 Age(1)	646	3,54	1,26	16,53	,000*	1>3
	26-35 Age(2)	572	3,42	1,23			
	36 Age and Over(3)	534	3,11	1,38			
Total	18-25 Age(1)	646	3,34	1,11	14,62	,000*	1,2>3
	26-35 Age(2)	572	3,29	1,07			
	36 Age and Over(3)	534	3,00	1,20			

According to the age variable of the participants included in the study, the mean total scores obtained from the sports team evangelism scale and the average scores obtained from the sub-dimensions are given in Table 4. According to the findings, a statistically significant difference was found in the attorney, advertisement and provocation sub-dimensions and total score averages in favor of 18-25 age group and 26-35 age group. In the assimilation sub-dimension, a statistically significant difference was found in favor of the age group of 18-25 for the age group 36 and above [F (1752 = 16.38, 9.72, 9.37, 16.53, 14.62, p <.05)].

Table 5. ANOVA result according to marital status of sports fans

Sub-Dimension	Marital Statu	n	\bar{X}	Ss	t	p	Difference
Advocate	Married(1)	871	3,10	1,24	7.01	,008	2>1
	Single(2)	881	3,50	1,18			
Advertisement	Married(1)	871	3,14	1,25	4.64	,012	2>1
	Single(2)	881	3,42	1,20			
Provocation	Married(1)	871	2,76	1,25	7.12	,356	2>1
	Single(2)	881	3,18	1,24			
Adopt	Married(1)	871	3,15	1,33	7.17	,000	2>1
	Single(2)	881	3,59	1,24			
Total	Married(1)	871	3,04	1,16	6.91	,000	2>1

Single(2)	881	3,41	1,09
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According to the marital status variable of the participants, the mean scores obtained from the sports team evangelism scale and the mean scores obtained from the sub-dimensions are given in Table 5. According to the findings, the total score [$t(1752) = 6.91, p < .05$] and in all the sub-dimensions [$t(1752) = 7.01, 4.64, 7.12, 7.17, p < .05$] were compared to the respondents in favor of single participants. significant difference was found.

Table 6. ANOVA result according to income status of sports fans

Sub-Dimension	Income Statu (TL)	n	X	Ss	F	p	Difference
Advocate	0-1500(1)	565	2,95	1,33	36,53	,000*	2,3>1
	1501-3000(2)	801	3,45	1,13			
	3001 and Over(3)	386	3,52	1,16			
Advertisement	0-1500(1)	565	2,92	1,28	38,12	,000*	2,3>1
	1501-3000(2)	801	3,44	1,12			
	3001 and Over(3)	386	3,48	1,25			
Provocation	0-1500(1)	565	2,72	1,32	16,14	,000*	2,3>1
	1501-3000(2)	801	3,10	1,21			
	3001 and Over(3)	386	3,05	1,24			
Adopt	0-1500(1)	565	3,01	1,40	35,01	,000*	2,3>1
	1501-3000(2)	801	3,48	1,23			
	3001 and Over(3)	386	3,66	1,19			
Total	0-1500(1)	565	2,89	1,23	36,80	,000*	2,3>1
	1501-3000(2)	801	3,36	1,04			
	3001 and Over(3)	386	3,41	1,07			

Table 6 shows the mean total scores obtained from the sports team evangelism scale and the average scores obtained from the sub-dimensions according to the participants' income statü s variable. According to the findings, a statistically significant difference was found in the mean of the total score and all sub-dimensions averages between 0-1500 group in favor of 3001 and above and 1501-3000 group [$F(1752) = 36.53, 38.12, 16.14, 35.01, 36.80, p < .05$].

Table 7.ANOVA result according to favorite team of sports fans

Sub-Dimension	Favorite Team	n	X	Ss	F	p	Differences
Advocate	Beşiktaş(1)	445	3,56	1,21	11,90	,000*	1,2,3>4
	Fenerbahçe(2)	461	3,31	1,15			
	Galatasaray(3)	391	3,24	1,18			
	Others(4)	455	3,09	1,32			
Advertisement	Beşiktaş(1)	445	3,54	1,23	11,09	,000*	1,2,3>4
	Fenerbahçe(2)	461	3,29	1,17			
	Galatasaray(3)	391	3,16	1,20			
	Others(4)	455	3,11	1,27			
Provocation	Beşiktaş(1)	445	3,08	1,20	4,35	,000*	1>4
	Fenerbahçe(2)	461	3,04	1,22			
	Galatasaray(3)	391	2,93	1,27			
	Others(4)	455	2,82	1,34			
Adopt	Beşiktaş(1)	445	3,62	1,25	11,88	,000*	1,2,3>4
	Fenerbahçe(2)	461	3,39	1,25			
	Galatasaray(3)	391	3,38	1,28			
	Others(4)	455	3,10	1,38			
Total	Beşiktaş(1)	445	3,45	1,10	10,63	,000*	1>3,4 2>4
	Fenerbahçe(2)	461	3,25	1,06			
	Galatasaray(3)	391	3,16	1,10			
	Others(4)	455	3,03	1,23			

Table 7 shows the mean total scores taken from the sports team evangelism scale and the average scores taken from the sub-dimensions according to the favorite team status, variable of the participants. A statistically significant difference was found in favor of Beşiktaş, Fenerbahçe and Galatasaray groups in favor of lawyers, advertisements and assimilations. In the sub-dimension of provocation, there was a statistically significant difference in favor of Besiktas group against the group of other teams. In terms of total points averages, a statistically significant difference was found in favor of Beşiktaş group against Galatasaray and other teams. In addition to this, a statistically significant difference was found in favor of Fenerbahçe group in terms of total score averages against other group of teams [F (1752 = 11.90, 11.09, 4.35, 11.88, 10.63, p <0.5)].

Table 8. ANOVA result according to education level of sports fans

Sub-Dimension	Education Level	n	X̄	Ss	F	P	Difference (Scheffe)
Advocate	Middle School(1)	280	2,63	1,23	15,36	,000*	2,3>1 3>2
	High School(2)	648	3,34	1,19			
	University(3)	824	3,50	1,18			
Advertisement	Middle School(1)	280	2,68	1,21	13,55	,000*	2,3>1
	High School(2)	648	3,34	1,19			
	University(3)	824	3,44	1,21			
Provocation	Middle School(1)	280	2,35	1,13	12,27	,000*	2,3>1
	High School(2)	648	3,02	1,24			
	University(3)	824	3,14	1,25			
Adopt	Middle School(1)	280	2,58	1,24	18,60	,000*	2,3>1 3>2
	High School(2)	648	3,41	1,28			
	University(3)	824	3,61	1,24			
Total	Middle School(1)	280	2,57	1,09	16,77	,000*	2,3>1
	High School(2)	648	3,27	1,11			
	University(3)	824	3,41	1,09			

The average total scores obtained from the sports team evangelism scale and the average scores obtained from the sub-dimensions are given in Table 8. According to the results, a statistically significant difference was determined in high school and university groups compared to middle school group in terms of both total score and all sub-dimensions. In addition, there was a statistically significant difference of the University group in the all sub-dimensions against the high school group [F (1752 = 15.36, 13.55, 12.27, 18.60, 16.77, p <.0.5)].

4. DISCUSSION and CONCLUSION

According to the findings of the study, the sport team evangelism levels of the participants were determined at a moderate level. (Altungul and Karahüseyinoğlu 2017) determined that the fanaticism and football support levels of the university students were determined according to the results of the research. In this context, it is seen that there are similarities between the results of the research conducted by Altungul and Karahüseyinoğlu (Altungul and Karahüseyinoğlu 2017). According to the results of the study conducted by Wachelke et. Al. (2008), the football support and identification levels of football fans living in Brazil were found to be high. In this context, it can be stated that there are some differences between the results of the research and the results of the research conducted by Wachelke. It can be said that this difference is caused by the difference between the participants and the number of participants.

According to the results of the study to determine the fanaticism levels of sports fans conducted (Cohen, Atwell Seate et al. 2017), no statistically significant difference was found between the fanaticism levels of female participants and male participants. In addition to this, it was found that the fanaticism levels of the female participants were

higher than the fanaticism levels of male participants. In this context, it is seen that there is a difference between the results of the study by Cohen et al. (Gantz and Wenner 1995) in the study revealed that women are as much as men are linked to sports organizations. According to the results of the research conducted by Altungul and Karahüseyinoğlu (Altungul and Karahüseyinoğlu 2017) a statistically significant difference was found between the fanaticism levels of female and male sports fans in favor of male participants in favor of female participants. According to the results of the research conducted by Yıldız (2016), it is stated that male participants have a higher team belonging and they are subjective in terms of supporting their teams. It is thought that these differences may arise in the cultural and social differences of the country where the research is conducted.

Belli et al. (Belli, Gürbüz et al. 2016) revealed that the age parameter of the sports science faculty students' motivation for football was evaluated and the motivation level of football with age decreased in all sub-dimensions, in other words, the decrease in the passion for football with age increased. According to the research conducted by Eime ver friends (Eime, Harvey et al. 2016), it is stated that the age at which sport participation is highest is between 14-29 years of age. As a result of the researches, it is observed that there is a negative relationship between age and sport participation and fanaticism level. According to the results of the research conducted by Gencay and Karaküçük (Gencay and Karaküçük 2004), it was revealed that young sports fans are more affected by the defeat of their favorite teams. In other words, it is stated that the relation of young sports supporters to their teams is high. The reason for this situation can be shown as changing the areas of interest and focusing on different purposes as a result of family and work life as the individual increases.

According to the marital status variable of the participants included in the study, according to the average scores obtained from the sports team evangelism scale and the average scores they received from the sub-dimensions, a statistically significant difference was determined against the married participants in favor of the single participants. According to the results of doctoral thesis research conducted by Baş (Baş 2008), it is stated that the majority of the individuals who participated in the research were single participants. In other words, it was found that the participation of single supporters in sports organizations was high. There is a similarity between the research conducted by the head and the research done in this context (2008). According to the study by Ruseski et al. (Ruseski, Humphreys et al. 2011), it is stated that married individuals have lower level of participation in sports activities and organizations due to their responsibilities. The reasons for this situation may be that the odds of single individuals and their priorities are different.

According to the educational status of the participants included in the study, the average score taken from the sports team evangelism scale and the average scores obtained from the sub-dimensions vary. In general, it was determined that the participants had increased their score from the sport team evangelism scale in parallel

with the increase in their educational level. According to the results of the research conducted by Koçer (Kocer 2012), there was a significant positive relationship between the fans' fanaticism levels and the low education levels of the fans. In this context, it is seen that there is a difference between the research conducted and the research conducted by Koçer. Bourdieu (1984) states that as the education levels of individuals increase, the time and care they devote to themselves and their bodies increase. In this context, Bourdieu's expression is partly similar because of the high level of evangelism of the sports team of the participants with high educational level.

According to the income status of the participants included in the study, the mean scores of the sports team evangelism scale and the average scores of the sub-dimensions of the participants revealed that the mean scores of the sports team evangelism scale increased with the increase in the income levels of the participants. According to the research conducted by Grima et al. (Grima and Thalassinou 2017), it is stated that high income levels of individuals have a positive effect on the participation of individuals in sport activities. According to the results of the research conducted by Yıldırım (2017), it is stated that the low level of income of sports fans is in a positive relationship with the high levels of aggression. In this context, it is seen that the results of the research conducted by lightning and the results of the research are different in terms of commitment and passion. According to the results of the research conducted by Strawinsk (2010), it is stated that low income situation has a negative impact on participation in sport activities and organizations.

According to the team status of the participants, the mean total points obtained from the sports team evangelism scale, and in the favor of Beşiktaş, Fenerbahçe and Galatasaray groups in the attorney, advertising and assimilation sub-dimensions, a statistically significant difference was found against the other teams group. The reason for this situation can be interpreted as being a big team supporter and carrying the feeling of belonging to a large social group. As a result, the sports team evangelism levels of the participants were determined at medium level. There were differences in the mean scores of participants according to gender, age, educational status, income status, favorite team and marital status.

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