



An Analysis of Satisfaction Levels of Soccer Spectators in Terms of Gender on Socio-Cultural Activities being Held in Stadiums

Bulgurcuoğlu A¹, Küçük V², Kepoğlu A³, Yorulmazlar M.M², Özçalı Ü³

¹İstanbul Esenyurt University, Vocational School of Physical Education and Sports

²Marmara University, Faculty of Sport Sciences

³Muğla Sıtkı Koçman University, Faculty of Sport Sciences

⁴Haliç University, Vocational School of Physical Education and Sports

***Corresponding Author:** *Kepoğlu A*, Muğla Sıtkı Koçman University, Faculty of Sport Sciences, Turkey

Abstract:

Purpose: *In this study, according to the genders of the spectators coming to the football games organized in stadiums; the purpose of the study is to identify the stakeholders' interest in the level of satisfaction with socio-cultural activities.*

Method: *The research is limited to three football matches played in stadiums of Fenerbahçe, Galatasaray, Beşiktaş and Istanbul Metropolitan Municipality sports clubs during the 2012-2013 season. Considering the difficulties in using time, cost and scales, the study was limited to 1025 spectators in the implementation of the study.*

Our research model is descriptive research model. In this model, the investigator observes the events and does not make any changes in the events while doing his work. In other words, it tries to examine and identify the events. To collect data in order to determine the behaviors of the spectators watching football matches in the stadiums, expectations and satisfaction levels from stadium services; 13 questionnaires were prepared in stadiums with a total of 32 questions that will determine the socio-cultural activities and 19 of which will determine the socio-economic levels and attitudes of consumers. The universe of the study is the spectators, whose age is 15 and above, coming to the stadium in Turkey Super League football match while 1025 spectators, who come to Atatürk Olympic Stadium, İnönü Stadium, Şükrü Saraçoğlu Stadium and Turk Telekom Arena Stadium in Istanbul to watch the football match, create the sampling.

The reliability of this measurement tool is calculated by various methods, and the most common method is the internal consistency method. The Cronbach Alpha reliability criterion calculated using this method was used in our study. The Cronbach Alpha value is a coefficient ranging from 0 to 1, and as the number approaches 1, the reliability of the scale is considered high. The reliability of the Stadium Marketer and Customer Satisfaction Scale was calculated as 0.91 in pilot practice with 306 spectators.

Findings: *According to the findings of the research, female spectators reported about arranging more socio-cultural events in stadiums compared to male spectators. In addition, female spectators request stadiums to be used for multi-purpose purposes in sports rather than football matches.*

Discussion and Results: *In 13 variable data collection studies on socio-cultural activities carried out in stadiums, there is 1 variant interest between the participants' thoughts and their demographic characteristics and their gender, and 12 variables are of no interest. In other words, the opinions of the participants on the socio-cultural activities of the stadiums differ according to the genders of the participants. However, although the gender of the participants varies in 12 variants, there is no change in their views. Accordingly, the features of the stadiums are more likely to meet the expectations of male spectators, which in a sense makes the spectator "masculine". The increased activation of comfort, safety and other sports branches, along with socio-cultural events to be promoted in the stadium, suggests that the stadiums will attract more female spectator. In this respect, hooliganism and slopping over - especially in football- can be avoided, so it is expected that sporting events would be more enjoyable.*

Keywords: *Stadium, Stadium Marketing, Football, Spectators, Hooliganism*

1. INTRODUCTION

The fact that the social life has changed in parallel with the technological developments in the world has changed the sphere of view of the societies, and as a natural result, it has changed with the new

football concept and the football spectator. In the new era of football which has become a middle and rich class sport, more profits are gained by the effect of professionalization studies. The football game played for the amateur pleasure in the first period and followed closely by the spectators, the semi-professional stage in time, the footballers both felt material and spiritual pleasure in this process while the spectators supported the teams at the beginning of the televisions. In the new football era, while the understanding of professionalism is dominant and the understanding of marketing is also revealed, footballers have the opportunity to sign a contract with high wages over time and have increased their reputation.

One of the activities of sports clubs in our country, the marketing of football products is an important factor in the sports industry. The delivery of basic and by-products made up of soccer stadiums to the market is a priority for the development of sport-specific marketing strategies. On the other hand, luxury and comfort in high stands to support their teams or watch TV on the pay-per-view system with the opportunity to watch live matches. Unpaid spectators have to face all kinds of adverse conditions in order to watch their teams in public viewing places (Open Tribune) (Talinçiler, 2008).

Stadiums are all kinds of sports activities (halls, open spaces, runways, etc.). Apart from these, there are canteens, restaurants, shops etc. that allow various activities to be held. It is possible to think in business (Doğu, 1990). In the sports literature, the stadium is a sports facility specially designed for sports competitions (Durgun, 2007). In a broader sense, the stadium serves as an open and closed sports area, consisting of a running track that fits the rules of athletics around a soccer playground built in line with international rules, and which are the spectator units surrounding these areas and the venues served by these units (Çiftçi, 1999). According to another definition stadium; more crowded team sports, a game or race area suitable for the athletics competitions, and seating areas, locker rooms, etc. for those who will watch the events there, is a large sports facility. (Sahin, 2005).

The conceptual and semantic expansion of the stadiums is parallel to the change of the sports scene as well as the differentiation of human-consumer-needs and pleasures. The change of the architectural structures, designs, functions, and expressions of the stadiums in the historical mind; It provides important clues about the change in society and human cultures. In this context, the stadium, which is a subject of interest to disciplines such as architecture, history, sociology, sports sciences, and communication, is open to various interpretations. This basically deserves a detailed investigation of the stadiums. (Bromberger, 1993).

Sports facilities and operations are carried out in some countries, either partially or wholly by private sector enterprises. In Turkey, both from the social and cultural importance of the private sector in sufficient quantities and directed by the state sports center half because of inability to meet the qualifications investments are managed with an understanding (Ekenci, 1990). In other words, sports facilities are places where sports activities are performed, athletic and sports fans are served. On the basis of the program of these facilities, the basic requirements of the users' requirements and the facility management take an important place. In the meantime, ergonomic approaches, comfort for use, health and safety principles are also being considered for the human factor to use the spaces (Erkan, 1989).

The operation of the teams with large supporters' masses and the stadiums where they played soccer games are very important to the clubs and local governments in the recent period. Fans have now begun to live in or around the stadium to be closer to the team they support. In fact, the surrounding settlement has also acquired a different dimension. The streets of stadiums are now the most central places of the city as workplaces and dwellings. Ahmet Nusret Bulgurcuoğlu has defined the stadium marketing concept, the activities necessary for the production, pricing, distribution and promotion of the mix of basic and by-products in the stadiums in order to sustain the existence of sports clubs and to satisfy the wishes and needs of sports (football, basketball, handball etc.) as a process.

Stadium marketers are not only competing against other sports teams for income, but also for entertainment and free time sources such as cinemas, television, theater, musicals, etc. (Mawson, 1994). The income from the spectator, a recreational participant, is the most fundamental factor that allows professional sports teams to sustain their assets (Mull, 1997). Ensuring the participation of the spectators in football competitions and efforts to maintain this participation is an important issue within the management of football. (Robinson, 2004) needs to understand the underlying element or

elements that connect a viewer's time and money to a spectator sporting event, as well as the reasoning behind spending for a particular sporting event.

When considered from the point of sports clubs, the stadium is positioned as an important source of income. In the process of industrial transformation of football, stadiums evolved into a monumental monetary income, including 365 days of non-football events. The conversion of football supporters to consumer ties has also led to the new comfort structure of the clubs, which will increase the added value of stadiums per seat. Thus, the matchday revenues, which will hold an important place in the monetary revenues of football, also started to increase its share in total income rapidly. Soccer clubs have started to design stadiums in such a way that they will increase the functioning and monetary gain (Akşar 2010).

A crowded stadium will emerge when a team of supporters and a winning team are involved. However, professional team managers have begun to realize that stadium marketing is more important than sporting success. According to a survey conducted at five stadiums in the American Football League in the South East Conference, elements such as participation in matches, car park comfort, stadium cleaning, crowd preventive entries and exits, food service (even the flavor of hot dog sandwiches), and other spectators watching the match without disturbing anyone have come to the forefront. Wakefield, (1995) concludes that while the commitment to the team is valid, the possibilities offered inside and outside the stadiums affect the spectator's going to the game further.

Stadiums in our country have an important place in the marketing of soccer watching. In this context, it is important for the stadium administrators to increase the interest of the spectator. Stadiums themselves should be considered as a marketable product. Marketing, by its very simple definition, involves efforts to make a product, service, or idea, attractive to the target group. These efforts include a wide range of pre-production and post-sales activities. The point at which marketing goes to pre-production is to determine consumer needs. The requirement of modern marketing understanding has made this necessary (Serarslan, 2009).

Sports marketing involves the implementation and development of strategies to organize all activities in the face of products and services and to meet the needs and desires of sports consumers (Mullin et al., 2000; Ekmekçi, 2010). It is important for stadium managers and stadium marketers to understand the behaviors, needs and management concept of stadiums. Otherwise, club managers, stadium managers and stadium marketers who do not have enough knowledge of stadium users and service qualifications in their hands will be adversely affected. Every study that wants to investigate stadium marketing components and their dynamics should reveal what marketing components are, taking into account the perspectives of users.

In this respect, stadium marketing issues are best understood; it is possible to know the concept of marketing in stadiums and what kinds of activities are involved. The concept of general sports marketing and stadium marketing are similar. Sports marketing is a social and managerial process that reveals how a sports manager can meet the needs of sporting organizations by creating sporting goods and offering value through change (Shilbury, 2009).

The biggest responsibility of stadium managers should be to get the cheapest and best solution by combining the best technologies according to the problems they face. When it comes to finding the best solution to the problems, survey studies have always been the best example. Such a survey should be aimed at measuring and analyzing the satisfaction levels of stadium users and spectators on different concepts and services. Because club managers manage the activities of stadiums as well as business and play a unifying role between stadium staff and club staff. (Weerawardena et al., 2005; Papatya, 2007; Grant, 2006)

In the past, stadiums were only used on match days, but today the stadiums are used only once every 2 weeks. For this reason, the stadiums that will be constructed or to be built in the near future must be designed in accordance with today's conditions and planned to be active every day. Stadiums are now becoming places where only soccer games are played, and they are transformed into shopping complexes. The big markets are located under the stadium, the shops selling the licensed goods of the club, the changes which are multiplied first. The destruction and restructuring of the stadiums as a part of the development of the football world is evident by the fact that the stadiums are being demolished and rebuilt by purchasing the goods around them (Öztan, 2005).

In the modern sports economy, the main purpose of the clubs in building quality stadiums should be to attract more fans and generate more revenue. In order to increase the stadium revenue, the facilities to be built must be designed and used as active every day. According to the Association of European Football Federations (UEFA); stadiums that want to raise their stadium revenue should give priority to the following items: (https://www.uefa.com/MultimediaFiles/Download/EuroExperience/competitions/General/01/74/38/69/1743869_DOWNLOAD.pdf)

- Construction of VIP Lodges,
- Restaurants and Mobile Buffets,
- Stores for the sale of club products (Outlet)
- Parking lots - VALE Service,
- Facilitating Ticket Sales,
- The Inclusion of Shopping Stores that will be active except Match Days,
- Hosting Other Sports Branches,
- Proper Construction for Concerts,
- Appropriate for important meetings and rallies,
- Hosting activities such as wedding ceremonies,
- Club Houses Reflecting History
- Cinemas Included
- Arranging Stadium Tours for Tourists
- Employment Opportunities for Voluntary Workers

2. METHOD

The work to identify the interests specified in the purpose of the study would be appropriate to apply all over Turkey. Considering that Istanbul is composed of people from various regions of Anatolia, a significant part of the population and socio-economic structure as we consider that Turkey has a population distribution that can represent all segments of, saying that the application of research within the province of Istanbul could give valid results for whole Turkey as well, will not be misleading.

2.1. Limitations of the Study

The research is limited to three football matches played in stadiums of Fenerbahçe, Galatasaray, Beşiktaş and Istanbul Metropolitan Municipality sports clubs during the 2012-2013 season. Considering the difficulties in using time, cost and scales, it was limited to 1025 spectators in the implementation of the study.

2.2. Model of Research

Our research model is descriptive research model. In this model, the researcher observes the events and does not make any changes in the events while doing the work. In other words, it tries to examine and identify the events. To collect data in order to determine the behaviors of the spectators watching football matches in the stadiums, expectations and satisfaction levels from stadium services; 13 questionnaires were prepared in stadiums with a total of 32 questions that will determine the socio-cultural activities and 19 of which will determine the socio-economic levels and attitudes of consumers.

2.3. Universe and Sampling

The universe of the study is the spectators, whose age is 15 and above, coming to the stadium in Turkey Super League football match while 1025 spectators, who come to Atatürk Olympic Stadium, İnönü Stadium, Şükrü Saraçoğlu Stadium and Turk Telekom Arena Stadium in Istanbul to watch the football match, create the sampling.

As mentioned in the section on universe and sampling, the research was carried out within the boundaries of the province of Istanbul. Watching sporting events in the stadiums was taken at age 15

as an age. Because, the common view is that widespread sporting activities will start at the age of 15, and activities before the age of 15 game features. As a matter of fact, it is observed that the researchers in the researches on the widespread sports activities have taken the population over the age of 15 in the research (Engström, 1986).

According to this situation, the main mass of the research is composed of people aged 15 years and over who went to four stadiums to watch the match in the Istanbul province borders. The sample individuals in our study were first sampled according to the societies, in other words, the spectators who went to the four stadiums mentioned in order to watch the match, the spectators watching the matches and the type of grandstand was determined by using the simple random sampling method. 795 of the sample spectators were male and 141 were females. 89 people who participated in the study did not specify their gender. 382 of them watched the match in Türk Telekom Arena, 248 did in İnönü Stadium, 245 did in Şükrü Saraçoğlu Stadium and 100 did in Atatürk Olympic Stadium. The 30 spectators who participated in the study left this question unanswered. Of the sample spectators, 439 watched the match in the open grandstand, 385 did in the closed grandstand, 122 did in the numbered grandstand, and 105 did in the lodge. 24 spectators who participated in the study left this question unanswered.

2.4. Development of Satisfaction Scale for Socio-cultural Activities in Stadiums

The reliability of a measurement tool is calculated by various methods and the most common method is the internal consistency method. The Cronbach Alpha reliability criterion calculated using this method was used in our study. The Cronbach Alpha value is a coefficient ranging from 0 to 1, and as the number approaches 1, the reliability of the scale is considered high. The prepared questionnaire was prepared with the opinion of 10 academicians and sector managers who are experts in sports management and sports marketing before the study of validity and reliability. The validity of the scale and the suitability of the data for the factor analysis were determined by Kaiser-Meyer-Olkin (KMO) and Bartlett test. Marketing and Customer Satisfaction Scale (Customer Satisfaction Scale, which will determine the socio-economic levels and attitudes of consumers in the stadiums, and 19 of them in the stadiums) Reliability Coefficient is calculated as '0.91'. (Bulgurcuoglu , 2014)

2.5. Analyzing the Data

The information gathered through the questionnaire forms has been pre-checked during the preparation of the analysis. Unavailable questionnaire forms have been taken out. The number of surveys analyzed is 1025. Surveys were later coded and poured into tables that were developed so that the variable codes in each questionnaire could fit in a row, moving thoughtfully before the data was entered into the computer.SPSS, a statistical program, was used for analysis of information and data.

Information and data were presented in a simple and cross-tabular form, and Chi-square interest analysis was used in the evaluations. Hypotheses were tested at 0.05 significance level.

3. FINDINGS

Along with the questions asked in the participant survey form, it was attempted to determine whether the thoughts and opinions differed as the gender became different.

Socio-cultural activities in stadiums, in which thoughts and opinions differ as gender is different;

Stadiums are not used for sports purposes rather than for soccer matches. As the gender is different, the socio-cultural activities in which the thoughts and opinions on them do not differ are;

- Does the concert arrangement before the match affect the frequency of your match / stay?
- Does the game play before / during the match affect the frequency of your match / stay?
- Does the coloring of the matches before or during the match with the multivision show affect your match frequency / stay?
- Does festivation like concerts, entertaining games, multivision shows before your games encourage your spouse, your child or your male / female friend to take the stadium?
- Should stadiums have accommodation?
- Should there be congress and meeting rooms in the stadiums?

- Should there be luxurious restaurants in the stadiums?
- Should there be a shopping center in the stadiums?
- Should there be cinemas in the stadiums?
- Should there be a museum in the stadiums?
- Should there be places for worship in the stadiums?
- The indoor areas of the stadiums (under the grandstand) are not used for sports purposes.

3.1. Findings Related to the Socio-Economic Levels and Attitudes of the Participants

Findings on the social-economic levels and attitudes of the participants are shown in the following tables.

Table1. *Percentage Distributions of Sample Individuals by Gender(Percentage distribution)*

		Frequency	%	Valid %
Value	Female	141	13,8	15,1
	Male	795	77,6	84,9
	Total	936	91,3	100,0
	Unanswered	89	8,7	
	Total	1025	100,0	

15,1% of the sample individuals are female and 84,9% are male.

Table2. *Participants' Attitudes Towards Multi-Purpose Use of Sports Apart from Football Matches and Attention to Their Gender (Percentage distribution)*

Cross-tabular		Gender		Total
		Female	Male	
Yes	Frequency	102	501	603
	%Should stadiums be multi-purpose for sporty use rather than Football Matches?	16,9%	83,1%	100,0%
	%Gender	73,4%	64,5%	65,8%
	% Total	11,1%	54,7%	65,8%
No	Frequency	37	276	313
	%Should stadiums be multi-purpose for sporty use rather than Football Matches?	11,8%	88,2%	100,0%
	%Gender	26,6%	35,5%	34,2%
	% Total	4,0%	30,1%	34,2%
Total	Frequency	139	777	916
	%Should stadiums be multi-purpose for sporty use rather than Football Matches?	15,2%	84,8%	100,0%
	%Gender	100,0%	100,0%	100,0%
	% Total	15,2%	84,8%	100,0%
Chi-square		Value	sd	P
		4,154 ^a	1	0,042

There is interest between the two variables ($p < 0.05$). From the participants, women spectators want stadiums to be used for multi-purpose purposes in sports, rather than football matches compared to male spectators.

Table3. *The interest between Participants' Opinions Regarding the enjoying from playing Football and gender(Percentage distribution)*

Cross-tabular		Gender		Total
		Female	Male	
Yes	Frequency	79	735	814
	%Do you enjoy playing football?	9,7%	90,3%	100,0%
	%Gender	56,4%	93,2%	87,6%
	% Total	8,5%	79,1%	87,6%
No	Frequency	61	54	115
	%Do you enjoy playing football?	53,0%	47,0%	100,0%
	%Gender	43,6%	6,8%	12,4%
	% Total	6,6%	5,8%	12,4%
Frequency		140	789	929

An Analysis of Satisfaction Levels of Soccer Spectators in Terms of Gender on Socio-Cultural Activities being Held in Stadiums

Total	%Do you enjoy playing football?	15,1%	84,9%	100,0%
	% Gender	100,0%	100,0%	100,0%
	% Total	15,1%	84,9%	100,0%
Chi-square		Value	sd	P
		147,869a	1	0,000

There is interest between the two variables ($p < 0.05$). From the participants, male spectators indicate that they enjoy playing soccer more than female ones.

Table4. *The interest between Participants' Opinions Regarding the time of watching the match in Stadiums and Their Gender(Percentage distribution)*

		Cross-tabular	Gender		Total
			Female	Male	
0-5 years	Frequency		82	263	345
	%How many years are you watching football matches in the stadium ?		23,8%	76,2%	100,0%
	% Gender		59,9%	34,0%	37,9%
	% Total		9,0%	28,9%	37,9%
6-10 years	Frequency		31	209	240
	%How many years are you watching football matches in the stadium ?		12,9%	87,1%	100,0%
	% Gender		22,6%	27,0%	26,4%
	% Total		3,4%	23,0%	26,4%
11-15 years	Frequency		5	131	136
	%How many years are you watching football matches in the stadium ?		3,7%	96,3%	100,0%
	% Gender		3,6%	16,9%	14,9%
	% Total		0,5%	14,4%	14,9%
16 years and above	Frequency		19	170	189
	%How many years are you watching football matches in the stadium ?		10,1%	89,9%	100,0%
	% Gender		13,9%	22,0%	20,8%
	% Total		2,1%	18,7%	20,8%
Total	Frequency		137	773	910
	%How many years are you watching football matches in the stadium ?		15,1%	84,9%	100,0%
	% Gender		100,0%	100,0%	100,0%
	% Total		15,1%	84,9%	100,0%

There is interest between the two variables ($p < 0.05$). It is observed that male spectators have a higher rate of watching matches in stadiums than female ones.

Table5. *The interest between Participants' Opinions Regarding Frequency of Watching Football Matches in Stadiums and Their Gender(Percentage distribution)*

		Cross-tabular	Gender		Total
			Female	Male	
Once a week	Frequency		30	250	280
	%How often do you watch football matches in the stadiums?		10,7%	89,3%	100,0%
	% Gender		21,9%	32,3%	30,7%
	% Total		3,3%	27,4%	30,7%
Twice a week	Frequency		31	209	240
	%How often do you watch football matches in the stadiums?		12,9%	87,1%	100,0%
	% Gender		22,6%	27,0%	26,3%
	% Total		3,4%	22,9%	26,3%
Three times a week	Frequency		10	95	105
	%How often do you watch football matches in the stadiums?		9,5%	90,5%	100,0%
	% Gender		7,3%	12,3%	11,5%
	% Total		1,1%	10,4%	11,5%
Once a month or above	Frequency		66	221	287
	%How often do you watch football matches in the stadiums?		23,0%	77,0%	100,0%
	% Gender		48,2%	28,5%	31,5%
	% Total		7,2%	24,2%	31,5%
Total	Frequency		137	775	912
	%How often do you watch football matches in the stadiums?		15,0%	85,0%	100,0%
	% Gender		100,0%	100,0%	100,0%
	% Total		15,0%	85,0%	100,0%

There is interest between the two variables ($p < 0.05$). It is observed that male spectators have a higher frequency of watching matches in stadiums than female ones.

3.2. Findings of Participants' Opinions about Socio-Cultural Activities in Stadiums

The following tables contain opinions and thoughts on the participants' socio-cultural activities in the stadiums.

Table6. *The interest between Participants' Opinions Regarding the Advertising Sufficiency of Football-Related Organizations and their gender(Percentage distribution)*

Cross-tabular		Gender		Total
		Female	Male	
Yes	Frequency	91	426	517
	%Is the promotion of football-related organizations being done sufficiently?	17,6%	82,4%	100,0%
	% Gender	56,4%	53,9%	55,6%
	% Total	9,8%	45,8%	55,6%
hayır	Frequency	48	365	413
	%Is the promotion of football-related organizations being done sufficiently?	11,6%	88,4%	100,0%
	% Gender	34,5%	46,1%	44,4%
	% Total	5,2%	39,2%	44,4%
Total	Frequency	139	791	930
	%Is the promotion of football-related organizations being done sufficiently?	14,9%	85,1%	100,0%
	% Gender	100,0%	100,0%	100,0%
	% Total	14,9%	85,1%	100,0%
Chi-square		Value	df	P
		6,457 ^a	1	0,011

There is interest between the two variables ($p < 0.05$). From the participants, female spectators indicate that the promotion of organizations related to football has been done sufficiently compared to male ones.

Table7. *Does Pre-Match Concert Arrangement affect your going match frequency/ Staying duration in match time?(Percentage distribution)*

		Frequency	%	Valid %
Value	Yes	563	54,9	56,3
	No	437	42,6	43,7
	Total	1000	97,6	100,0
	Unanswered	25	2,4	
	Total	1025	100,0	

56.3% of the respondents said yes, 43.7% said no.

Table8. *Do Pre-Match or Half-time Fun Games affect your going match frequency/ Staying duration ? (Percentage distribution)*

		Frequency	%	Valid %
Value	Yes	563	54,9	56,5
	No	433	42,2	43,4
	Total	997	97,3	100,0
	Unanswered	28	2,7	
	Total	1025	100,0	

56.5% of the respondents said yes and 43.4% said no.

Table9. *Does Coloring with Multivision Shows before match or half-time affect your coming match frequency/staying duration? (Percentage distribution)*

		Frequency	%	Valid %
Value	Yes	575	56,1	57,8
	No	420	41,0	42,2
	Total	995	97,1	100,0
	Unanswered	30	2,9	
	Total	1025	100,0	

56,1% of the respondents said yes, 41,0% said no.

Table10. Do Concerts, Fun Games, Multivision Displays Before Match encourage you to take your spouse, your child or your male/female friend to the stadium? (Percentage distribution)

		Frequency	%	Valid %
Value	Yes	613	59,8	62,1
	No	374	36,5	37,9
	Total	987	96,3	100,0
	Unanswered	38	3,7	
	Total	1025	100,0	

62.1% of the respondents said yes, and 37.9% said no.

Table11. Do you want stadiums to have an accommodation? (Percentage distribution)

		Frequency	%	Valid %
Value	Yes	544	53,1	54,6
	No	452	44,1	45,4
	Total	996	97,2	100,0
	Unanswered	29	2,8	
	Total	1025	100,0	

49.4% of participants said yes, 50.6% said no.

Table12. Do you want stadiums to have shopping malls? (Percentage distribution)

		Frequency	%	Valid %
Value	Yes	575	56,1	57,6
	No	423	41,3	42,4
	Total	998	97,4	100,0
	Unanswered	27	2,6	
	Total	1025	100,0	

57.6% of the respondents said yes and 42.4% said no.

Table13. Do you want stadiums to have cinemas? (Percentage distribution)

		Frequency	%	Valid %
Value	Yes	356	34,7	35,8
	No	639	62,3	64,2
	Total	995	97,1	100,0
	Unanswered	30	2,9	
	Total	1025	100,0	

35.8% of participants said yes, 62.2% said no.

Table14. Do you want stadiums to have a museum related to the team you support? (Percentage distribution)

		Frequency	%	Valid %
Value	Yes	898	87,6	90,0
	No	100	9,8	10,0
	Total	998	97,4	100,0
	Unanswered	27	2,6	
	Total	1025	100,0	

87.6% of respondents said yes, 10.0% said no.

Table15. Do you want stadiums to have congress and meeting room ? (Percentage distribution)

		Frequency	%	Valid %
Value	Yes	534	52,1	53,7
	No	461	45,0	46,3
	Total	995	97,1	100,0
	Unanswered	30	2,9	
	Total	1025	100,0	

53.7% of the participants said yes, 46.3% said no.

4. DISCUSSION

There is 1 variant interest in the demographics and gender of the 13 variables mentioned above for the socio-cultural activities carried out in the stadiums, and 12 variables are of no interest. In other words,

the opinions of the participants on the socio-cultural activities of the stadiums differ according to the genders of the participants. However, although the gender of the participants varies in 12 variants, there is no change in their views. This reveals that the majority of spectators in stadiums belong to men and that the demands and demands expected from stadiums are presented in accordance with men's expectations. Nevertheless, there are some differences in our study according to gender.

When the questionnaire data for our study is examined, male spectators stay longer and more frequent in stadiums than female ones. For this reason, male spectators are more likely to enjoy football than female ones. In addition, 56.4% of the women were found to enjoy playing football when only the female spectators were taken into consideration. However, compared to male spectators female ones think stadiums need to be hosted in other branches, not only in football games, but stadiums are more likely to use sporting multi-purposes in addition to soccer games.

In this view of women, stadiums can be considered as a reason to host violent incidents and abusive cheers in soccer games. As a solution to this problem, Turkey Football Federation took an interesting decision of allowing only female and children under the age of 12 to the matches of football clubs, which are in fields closure, in order to prevent violence and profanity in the grandstands of Super League matches, in the 2011-2012 season. (<http://www.hurriyet.com.tr/tffden-seyircisiz-mac-aciklamasi-18773591>)

Apart from when the main products are displayed in the stadiums, the organization of different sports branches in the stadiums and the diversification of the socio-cultural activities especially in the stadiums will cause the female spectator to spend more time in the stadiums. The results of the research by Forbes, the world famous economy magazine, confirm this view. In the results of the research conducted in USA in general; the ratio of female spectator; 35% in the American Football League (NFL), 30% in the National Basketball League (NBA) competitions, 30% in the Baseball League (MLB) competitions and 32% in the National Hockey League (NHL).

This finding, which is the result of the study, can be used as data in promoting the use of female athletes more sportively than male athletes, much more desires, for stadium marketers. It is known that in recent years, as well as female athletes, female spectators have been active in sporting events, on television or at stadiums. The fact that women have entered sport so much has caused some changes in terms of sports economy and sports marketing. Now, sponsors or sports marketing companies cannot ignore women, they are marketing their products by thinking of female spectator. As a natural consequence of the high attendance of female spectators in this competition, they have also increased their preference for women's products sold in stadiums. While 36% of the ones who buy sports drinks sold in stadiums are female spectators, this rate has increased to 54% in fruit juice sales. (<https://www.forbes.com/sites/kristidosh/2016/02/22/the-evolution-of-marketing-to-female-sports-fans/#138a8e2f7fc3>)

Ahmet Nusret Bulgurcuoglu also found that in the doctoral studies he performed in 2010 when the activities such as concerts, multi-vision show increased before the football games or half-time, the spectator's arrival to the matches increased. Male spectators are eager to take their wives, children or female friends to the stadium in the event of a feast, such as concerts, amusing games, or multi-vision shows. It has been seen that female spectators often go to watch games with their friends or family, not their own. Cecamore et al. According to the 2007-2008 survey, 71% of female spectator are married or living together with their boyfriend. According to this, women like to go with their spouses to the matches, men like to go with their regular friends (Cecamore, Fraesdorf, Langer & Power, 2011).

Another anticipation from the stadiums of participants is also striking as accommodation service. For this reason, one of the most important sub-titles of sports tourism, the tour of the day attracts the interest of tourists and the major European clubs welcome tourists coming to watch soccer games from many different countries. Countries realizing that each match does not consist of ninety minutes only are sitting at the head of a variety of tourism types, especially "Football Tourism". Due to the soccer tourism, it is possible to increase the number of tourists coming to the country in a short time and the tourism income provided. Thus; It is observed that in 2002, there were more than 2.5 million tourists coming to the country for the world cup matches played in South Korea / Japan and the average number of spectators was 42.269. It is known that more than 2.5 million tourists visited Germany in 2006 world cup.

FIFA spokesman Nicolas Maingot informed the media that the 2010 South Africa participation rate was second only to the USA with a median of 68,991 players and that the average number of spectators was 53,019, with the first four days remaining behind the tournament. In addition, at the end of 11 matches played in Germany 2006, this number was 52,167. He explained that the average number of spectators is the second highest number of spectators in the World Cups history. (<http://www.futbolekonomi.com/index.php/haberler-makaleler/ekonomi/109-seahattin-devecioglu/526-futbol-turizmi.html>)

One of the common views of women and men spectators is that they want stadiums to host important conventions and meetings. The spectators demand the use of this feature of the stadiums in order to make up for the lack of meeting and demonstration areas which are restricted especially after the reconstruction activities. Participants, however, are unaware that there should be luxury restaurants in the stadiums. In the question "Should there be luxurious restaurants in the stadiums", 52% answered the participant "no". Therefore, the income situation among the demographic characteristics of the participants can be shown. As the income levels of the participants increase, their views on the existence of luxury restaurants are also changing. Although there is a difference in terms of income differences in luxury restaurants, the vast majority of participants (58%) stated that shopping malls should be in the stadiums.

The stadiums that UEFA has identified have a difference in terms of hosting the cinemas and the view of the participants. While a large proportion of the participants found it unnecessary to have cinemas in the stadiums at 64%, it was observed that the participants in the age group of 26 - 35 were more opposed to the other age groups than the participants. The greatest detail, which escapes from sight when sports marketing is done, is to avoid reconciling sport and the world outside the sport/field/stadium. One of the best examples of this is an anecdote that has been included in Harvard Business School's case studies: As a result of surveys conducted by managers of the Atlanta Hawks club from the NBA teams, Hawks fans have found that they tend to go up to 30% more cinema than other club supporters.

The statistics that support it also say: a Hawks fan has watched 4 or 5 more movies in a cinema over the past 3 months than the other team supporters. Club marketers began to advertise their team tickets in commercials before the movies, and as a result, the Hawks fans who watched the film had an 80% chance of getting to the club to buy tickets after the movie. This number is over 400% (average TV viewer Hawks fan return rate is 19%) compared to TV ads (<http://ugurarpali.blogspot.com/>). The fact that the cinemas are in the stadiums will enable the spectators to come to the stadiums not just to watch the match but to come in different cultural events.

The stadiums are identified with the football clubs and supporters they host. Today, many football clubs have opened their museums in the stadiums to promote past achievements, history and legendary players. The participating spectators also supported the activities of football clubs and expressed their opinion that they should be a museum in the stadiums of the clubs they support (87%). As a matter of fact, the Barcelona Museum, built by FC Barcelona in the Nou Camp Stadium in 1984, which is one of the leading clubs of European and world football, attracts 25 million visitors, confirming the data obtained with a significant success in this area. Having achieved over 25 million visits to date, the museum has been a major success and has been the most visited place in the city since 24 September 1984, the opening date. The number of the visitors of important museums such as Dali and Picasso is behind this figure. <http://www.hurriyet.com.tr/barcelona-muzesi-ziyaretci-akinina-ugruyor-26033536>

When considered from the point of sports clubs, the stadium is positioned as an important source of income. The sport's transformation of football into an industrial character and its transformation into a high-yielding economy has caused all eyes to turn into football stadiums. In the process of industrial transformation of football, the stadiums have been transformed into a monumental monetary income, including 365 days of non-football events. The conversion of football supporters to consumer ties has also led to the new comfort structure of the clubs, which will increase the added value of stadiums per seat. Thus, the matchday revenues, which will hold an important place in the monetary revenues of football, also started to increase its share in total income rapidly. Although this share is increasing, the constant seating capacity has forced the clubs to be even more creative in these situations. Soccer clubs have started to design stadiums in such a way that they will increase the functioning and monetary gain (Akşar, 2010).

There is no interest between the participants' thoughts and gender regarding the services and facilities offered at the stadiums. In another change, female and male spectators watching the match in the stadium have the same opinion about the services and facilities offered at the stadium. However, in terms of the female spectator, the reasons for arrival at the stadium are different. Farrell, Fink, and Fields (2011) showed that the first motivation for women to go to the game was family and social enjoyment (Farrell, Fink & Fields, 2011). According to the male spectators watching the football match, the male spectators have an elegant sense of taste and understanding of football. These behaviors are related to the different roles of male and female spectators in society. While the women are connected to a certain group, the men approach the group in general and follow the other teams. While women are involved in meeting their social needs, men also enjoy enjoying cheering, listening to sports on the radio, and listening to sports programs at home. (Bush, Bush, Clark & Bush 2005).

Many researchers have pointed out that the physical environment quality of stadiums is at least as important as the basic product (football) in their work (Kim and Kim, 1995, Leonard, 1997, McDonald et al, 1995, Pan and Gabert, 1997, Shilbury, 1994, Wakefield and Sloan, 1995; Westerbeek, 2000; Westerbeek and Shilbury, 1999) Studies of Inan, Hart and colleagues, Wakefield et al., John et al., Coates et al. (2001), Coates et al. (2003), and Humphreys all support our findings. The spectators watching the match at the stadium stated that it is very important to go to the matches in a new stadium which is nice in terms of architecture.

Regulations and new stadiums have been found to enhance participation in the construction of new stadiums, studies on the effect of renovation work on existing stadiums on spectator participation John and Zenon, 2005; Coates and Humphreys, 2001/2003; Humphreys, 2002)

5. RESULTS AND SUGGESTIONS

When we investigate the findings of the questionnaire survey on the participants who constitute the universe and sample of our research, it turns out that the female spectators are more willing to use the sportive multifunctional stadiums than the male spectators, apart from football matches. Apart from the time when the main products are displayed in the stadiums, the organization of different sport branch activities and the diversity of socio-cultural activities especially in the stadiums will provide more time for the female spectator. This finding, which is obtained as a result of the study, can be used as data for the stadium marketers' promotion activities for stadium marketers, who want female spectators to use stadiums more and more sportively than male spectators.

In stadium marketing, it is necessary for the spectator's preference football club to form the essence of the general marketing strategy. In our work, spectators enter into a group of clustered preferences in terms of their gender and the socio-cultural activities offered at the stadiums.

Stadium managers should not come to ignore female spectator. In this case; In stadiums, different preference clusters can be revealed by the effect of arguments. For stadium activities that are central to all groups, it is necessary to position the service on the group that prefers the product or the most preferred product in the stadiums to be sustainable. Or a lot of brands can be developed for each different segment targeted at the stadiums.

There is interest between the socio-cultural activities offered at the stadiums and the gender. For this reason, differentiated marketing can be applied in the marketing of socio-cultural activities offered at the stadiums. In stadium marketing, the following benefits may be expected to be fundamentally essential in the implementation of the above-mentioned strategies.

These are:

- Allows stadium users to design products that meet the requirements of their users.
- Provides the development of more efficient and effective retention strategies in financial terms.
- It facilitates market competition in the sector, especially in the market position of sports clubs.
- Ensures that sports clubs have a more strategic distribution of marketing resources.

Increasing socio-cultural activities in the stadiums, hosting other branches besides football, ensuring comfort, the presence of shopping centers, in short, the fields of modern stadium identification, increase the participation of female spectators. In this respect, male domination can be avoided in

numerical terms in stadiums. Because men's preferences determine the supply-demand criteria in existing stadiums. Stadiums will fulfill their functions in a modern sense exactly when the preferences of women who are numerically increased in stadiums are taken into consideration.

The fact that female spectators are more involved in soccer matches not only leads to increased socio-cultural activities in stadiums but also changes in the architectural, cultural and physical conditions of the stadiums and, in particular, male spectators in violent acts such as football and hooliganism, , especially to prevent the violence in stadiums and the Fair-Play spirit to dominate.

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A. Questionnaire For Socio-Economic Levels And Attitudes Of Participants

1. Education status	<input type="checkbox"/> Primary <input type="checkbox"/> Undergraduate	<input type="checkbox"/> Highschool <input type="checkbox"/> Postgraduate
2. Age	<input type="checkbox"/> 15 – 25 <input type="checkbox"/> 36 – 45	<input type="checkbox"/> 26 – 35 <input type="checkbox"/> 46 or above
3. Gender	<input type="checkbox"/> Female	<input type="checkbox"/> Male
4. Occupation	<input type="checkbox"/> Unemployed <input type="checkbox"/> Retired <input type="checkbox"/> Self-employment <input type="checkbox"/> Industrialist <input type="checkbox"/> Student <input type="checkbox"/> Other	<input type="checkbox"/> Worker <input type="checkbox"/> Government official <input type="checkbox"/> Merchant <input type="checkbox"/> Senior Manager <input type="checkbox"/> House wife
5. Income status	<input type="checkbox"/> 500 TL – 1000 TL <input type="checkbox"/> 1001 TL - 1500 TL <input type="checkbox"/> 1501 TL – 2000 TL <input type="checkbox"/> Above 2001 TL	
6. Do you enjoy playing football?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. Depending on the place where the match is held, do your preferences for going to stadiums change?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
8. Does the time of the game affect the frequency of going to the match?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9. Does the place where the game is made a natural grass affect the watching pleasure?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
10. Does the heating option of the stadium seats affect your frequency of going to the match?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
11. Do playgrounds where you can leave your children in the stadiums affect your spouse's and your child's coming frequency to the matches?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
12. Shall all the stadium seats be numbered?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
13. Does top of the stadiums' being closed affect your frequency coming to the match?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
14. Are there enough promotions for football-related organizations?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
15. Do you think you are renumerated for the ticket you paid?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
16. Where do you watch soccer games in the stadiums?	<input type="checkbox"/> Open grandstand <input type="checkbox"/> Numbered grandstand	<input type="checkbox"/> Closed grandstand <input type="checkbox"/> Lodge
17. How many years have you been watching footballs in the stadiums?	<input type="checkbox"/> 0 – 5 <input type="checkbox"/> 11 – 15	<input type="checkbox"/> 6 – 10 <input type="checkbox"/> Above 16
18. How often do you watch soccer games in the stadiums?	<input type="checkbox"/> Once a week <input type="checkbox"/> Three times a week	<input type="checkbox"/> Twice a week <input type="checkbox"/> Once a month or above
19. What is the name of the stadium you watch football matches?	<input type="checkbox"/> Inonu stadium <input type="checkbox"/> TT Arena stadium	<input type="checkbox"/> Şükrü Saraçoğlu stadium <input type="checkbox"/> Atatürk Olimpiyat stadium

B. Questionnaire form about the Thoughts of Socio-Cultural Activities in Stadium Participants

Your thoughts about the Socio-Cultural activities in the stadiums	Yes	No
1. Does organizing concerts before matches affect your coming/staying frequency ?	<input type="checkbox"/>	<input type="checkbox"/>
2. Do the fun games before the match or half-time affect your coming/staying frequency ?	<input type="checkbox"/>	<input type="checkbox"/>
3. Will a multi-vision display before the match or half-time affect your coming/staying frequency?	<input type="checkbox"/>	<input type="checkbox"/>
4. Do Concerts, Fun Games, Multivision Displays Before Match encourage you to take your spouse, your child or your male/female friend to the stadium?	<input type="checkbox"/>	<input type="checkbox"/>
5. Shall stadiums have accommodation?	<input type="checkbox"/>	<input type="checkbox"/>
6. Shall stadiums have congress and meeting rooms?	<input type="checkbox"/>	<input type="checkbox"/>
7. Shall stadiums have luxurious restaurants ?	<input type="checkbox"/>	<input type="checkbox"/>
8. Shall stadiums have shopping malls ?	<input type="checkbox"/>	<input type="checkbox"/>
9. Shall stadiums have cinema?	<input type="checkbox"/>	<input type="checkbox"/>
10. Shall stadiums have a museum related to the team?	<input type="checkbox"/>	<input type="checkbox"/>
11. Shall stadiums have a prayer room?	<input type="checkbox"/>	<input type="checkbox"/>
12. Shall stadiums be used for multi-purpose in terms of sport other than football matches?	<input type="checkbox"/>	<input type="checkbox"/>
13. Shall the closed areas of stadiums(closed grandstand) be used for multi-purpose in terms of sport other than football matches?	<input type="checkbox"/>	<input type="checkbox"/>

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