

Measuring Spectator -Based Brand Equity In Turkish Professional Soccer Clubs

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Abstract

The aim of the present article is to examine consumer (supporter) -based brand equity in football teams and present a model for consumer-based brand equity in football teams. The data obtained from 446 (315 men, 131 women) Galatasaray SK, Fenerbahçe SK, Beşiktaş JK supporter. Dimension numbers that formed supporter-based equity were determined with exploratory factor analysis. Reliability and validity of conceptual structure which compose supporter-based equity was tested with Confirmatory Factor Analysis that is used to test validity and reliability of improved (developed) scales for theory bases measurements. As a result of study, conformity values of proposed model as followed; RMSEA=0.050, SRMR=0.046, $\chi^2/sd=2.117$, CFI=0.946, GFI=0.904, AGFI=0.878, NFI=0.903. This results support validity and reliability of eleven-dimensional texture that partaking in research model and compose supporter-based brand equity. In this study, conceptual structure was tested as advised by Ross et al. (2006; 2008) and tackled without awareness magnitude as by Bauer et al. (2008) for measurement of supporter-based brand equity and supporter-based brand equity scale just tested with brand association dimension. It can be said that supporter-based brand equity is comprise of eleven dimension and there is relationship among the dimensions based on findings that obtained from conducted analysis. It is thought that with conducted study the significance contributed to the literature on the related subject with determination of availability of the supporter-based brand scale (was developed for measurement of brand equity in different countries) in Turkey.

Key Words: Brand Equity, Brand Associations, Spectator-Based Brand Equity, Football Teams, (Soccer Clubs).

Introduction

Nowadays brand equity concept in marketing venue, draw great interest than brand and so it is investigated considerably (Eagle, 2003). The desire to determination of relationship between consumers and brands induced to shaping of brand equity concept. Strong brands generate sense of trust to the consumer (Blackett, 2009). Brands is crucial to both success of company and differantion in market (Wood, 2000). Strong brand equity encourage to increase market share, increase stability, retaken of product as well as formation of new product and services. Consumer equity, intention of consumers and market performens of operations (business) can be increased with strong brand equity (Aaker, 1996). Thus, strong brand equity provide a significant competition superiority as a side of operations (Marangoz, 2007; Lassar et al., 1995). Though significancy of brand equity have increased to provide a marketing strategies, no common declaration of concept is the most diffucult compenent to the execution of features (Erçis, Yapraklı and

Yılmaz, 2013; Kimpakon and Tocquer, 2010; Keller, 2003; Park and Srinivasan, 1994). The brand equity concept can be defined as strong brand title (name) and symbol makes a positive impressions in consumer's mind that put on additional equity to the product and the consumer. The given equity in question, brings equity of product and operations in the market more precious than its assets due to positive impressions (Alkibay, 2002; Cop and Bekmezci, 2005). In the same manner, creation and standing of the sport brand pass through from the satisfying of consumer requirement and desires. Sports team brands get make good as (with) the extent of ability of creation of new income resources and accurate usage of resources, avail the spectator, satisfying them, reassurance and having faithful spectator (Yıldız, Ay and Özbey, 2012). This condition is valid in professional sports like football, which is developing spontaneously, by extension (because of) of untouchableness, unpredictability, uncontrollable and subjectivity in its nature (Kunkel, Funk and King, 2014; Gladden, Milne and Sutton, 1998).

Administration of a team brand confronts (emerges) as the developing paradigm in sport marketing (Ross, 2006) and professional football teams in Turkey compose a good example for this important strategy. The market size of football audience or spectator influences the magnitude of revenue items like stadium marketing, royalty marketing, licenced goods marketing, sponsorship, rights of broadcasting income. Another factor that can increase the audience number in football marketing is football players (Kuyucu, 2014). It is predicted that the European football market will increase 30 billion dolar level for the first time in 2016-2017 period with the 8 billion dolars increment and 7% compound rate of growth annually in contrast with 2011-2012 period (Deloitte, 2016). According to Deloitte (2016)'s 19th report, the first twenty club in Football Money League, beat a record with 6,6 billion dolar income. From Turkey just Galatasaray, ranked among first thirty with 159,1 million euro, could take place in the twenty-first (Deloitte, 2016). It can be said that alone Premier League generating the 19,60% of European football revenue. Also the market share of the Premier League among the five huge league is 35%. The basic issue of the Premier League gained on (draw away) so much is the 5,5 billion pound record money that obtained from the sales of rebroadcast between 2016 and 2019. This financial wealthiness consequently has increased the average revenue of The Premier League clubs to the 125 million Euro. Average revenue in Bundesliga, La Liga, Seria-A and Lig 1 is 97, 86, 78 and 52 levels, respectively (Akşar, 2015, <http://t24.com.tr>). Money incomes in the five big league between 1996 and 2014, increased 256%, achieved from 2,4 billion Euro to 8,6 billion Euro. The league increase its revenue maximally as nominal within this period that Premier League appeared in front of us. By increasing its revenue exactly 4.7 times, between 1996 and 2014, The Premier League put up its revenue from 685 million Euro to 3,9 billion Euro. German Bundesliga follows The Premier League. Bundesliga, Spanish La Liga, İtalian Seria A and French Lig 1 showed achievement of increase their revenue as follows: from 444 million Euro to 2,3 billion Euro, from 541 million Euro to 1,9 billion Euro, from 551 million Euro to 1,7 billion Euro and from 293 million Euro to 1,5 billion Euro, respectively (Akşar, 2015, <http://t24.com.tr>). The study conducted by Anadolu Agency at the beginning of second season of 2015-2016 shows that revenue of the competing teams in Super League reaches 1,9 billion Turkish lira (www.bloomberght.com, 01/04/2016). In 2000, this number was just 423 million Turkish lira. Dimension of football pie in Turkey is just about under the 1 million dolar level and it is observed that generated nearly 6% of European football pie with this number (Fortune Türkiye, 2016; Akşar, T24). Galatasaray (GS), Beşiktaş (BJK), Fenerbahçe (FB) and Trabzonspor football clubs, which perform a duty of the football conductor (locomotive) in Turkey, obtain 44% of this revenue and it is appeared that they have the highest number of spectator (www.bloomberght.com; Akşar, T24). herefore, in this study, GS, BJK and FB football clubs called as a "Üç Büyükler (The Big Three)", which have the highest revenue, budget and spectator, were chosen for the investigation of consumer-based brand equity in football teams (Yıldız, Ay and Özbey, 2012).

In this study, it is aimed to advise a spectator-based brand equity (SBBE) model that valid for football team. The designed study for this purpose was organized as a four section. In this study, firstly literature about consumer-based brand equity was reviewed and framework as a perceptual and a defitional of brand equity was generated. Next, the information was given about how brand equity measure in football, which is a professional sports branch, based on related literature and interdimensional relationships shapes advised

models that spectator-based brand equity oriented in football teams were investigated. Finally, the suggestions for implementation were presented as handling impacts of findings and results on the sports management.

Brand Equity Concept and Brand Equity Measurement

According to Srinivasan (1979) and Murphy (1990), brands not only comprise from physical product, but also have special and important effect on brand selection and manner to the brands of consumers (Marangoz, 2007; Yıldız, Ay and Özbey, 2012). This effect, called as a brand special effect, has different equity apart from physical product. This special effect or manners, can be at consumer level such as image and knowledge or can be at company level such as market rate, revenue and cash flow (Ailawadi et al., 2003). Leuthesser (1988) and Farquhar (1989) termed this special effect as a “brand equity”, define as contribution of a brands that additional equity to the product (Leuthesser, 1988 ; Farquhar, 1989). The brand is precious entity for entire stakeholders (Yoo et al., 2000; Yıldız, Ay and Özbey, 2012). Three different approach, which are financial-based (Simon and Sullivan, 1990), consumer-based (Aaker, 1991; Swait et al., 1993; Keller, 1993; 1998) and comprise from both of them, using in determination of brand equity (Erçis, Yapraklı and Yılmaz, 2013; Marangoz, 2007; Atılğan et al., 2005; Pappu et al., 2005; Kim et al., 2003; Baldauf et al., 2003; Krishnan and Hartline, 2001; Yoo et al., 2000; Lassar, Mittal and Sharma, 1995; Aaker, 1991). Brand equity as a side of financial aspect, can be used by governments to find out monetary equity of brand as aim to unification, purchasing and disposing (Kimpakon and Tocquer, 2010). In the other words, at financial approach, determination of brand equity as sum up entire cost including beginning from the exposing of a brand to its marketing also post-marketing activity (Erçis, Yapraklı and Yılmaz, 2013; Kriegbaum, 1998). Biel (1997) besides that Shocker and Weitz (1988), Simom and Sullivan (1993), determined brand equity as referring to differentiation of cash flow effectiveness on brand of same product whether has name or not (Ailawadi, Lehmann, and Neslin 2003). Brand equity concept generally using for analyze to how enrich a equity to the brand product or service and standing for results of adopted marketing strategies when compered with adopting strategies for same product without considering its brand (Aaker, 1991; Keller, 1993).

Financial procedures; concentrate on determination of brand monetary equity over (in terms of) numerical value such as expense premium, licence price. Prediction of brand financial value is certainly important. However, this procedures are criticising due to not consisting all factors that generates brand power, not considering behavior and tendency of consumer. Marketing procedure doesn't assist their understanding completely about composing process of brand equity (Kimpakon and Tocquer, 2010). Brand equity refers to name or symbol of brand equity that is weak and strong brand with consumer based aspect that enriches (adds value) to the product and service as a side of end-user (last user) (Aaker, 1996). Consumer perception comes into prominents rather than physical measurment features (Lassar et al., 1995), concepts like presented equity to the consumer (Aaker, 1991), knowledge of consumer (Keller, 1993), preference of brand (Park and Srinivasan, 1994), attitudes to the brand and brand loyalty (Feldwick, 1996) farther than tangible equities of brand, is a basis of determination of brand equity in consumer based approach (Erçis, Yapraklı and Yılmaz, 2013). The most used literatures are Aaker (1991) and Keller (1993)'s models among consumer based brand equity models. Consumer based brand equity was determined, by Aaker (1991), as the whole entity of brand that related with brand name and symbol that is added to exhibited equity to the firm and its costumer by product or service. The brand knowledge was determined, by Keller (1993), as influences that make a differences on consumer reaction towards the marketing of brand. Two model that was suggested from Aaker (1991) and Keller (1993) made important contribution to the literature (Erçis, Yapraklı and Yılmaz, 2013). According to Aaker (1991), brand equity is a active or passive assets related with a Brand, its name and symbol, increases or decreases the introduced equity to the firm and/or consumer of that firm via a product or service. According to Aaker (1991) brand equity, evaluated as a results of brand awareness, brand connotation, perceived quality, brand loyalty and other brand assets (patent, registered brand and channel relationships) with combination of these (Yıldız, Ay and Özbey, 2012). Aaker (1991) stated that a company, who is a strong brand holder, has so many advantages. These advantages can

hold the consumer, improving advertisement activity and so many advantages can be counted (assumed) like that (Aaker & Keller, 1990). Maybe the most important advantages of brand equity is contribution to the development of brand loyalty among consumers (Aaker, 1996). However it has huge importance within sport managers. In recent years, brand equity investigations has recorded increment (escalation) conspicuously in sport management literature (Ross et al. 2008). Keller (1993) who investigated brand equity as a side of consumer, defined consumer-based brand equity related with brand position in consumer mind. Consumer-based brand equity is formed when consumer minds have strong and unique connotation towards to that brand. These connotations, brand equity in consumer mind so comprised brand knowledge with Keller expression (Yıldız, Ay and Özbey, 2012). Brand knowledge that characterized as Awareness and image in Keller model, has vital importance to comprise brand equity. Brand awareness, which comprise with brand awareness and brand remembrance perform (connotations), is related with ability of brand definition of consumer under different circumstance (Rossiter and Percy, 1987). Brand image states perception oriented to combination of connotations that comprised about brand in consumer mind as strong, positive and unique.

These brand also uses connotations, behaviors, benefits and attitudes for classification (Keller, 1993). Even though Aaker (1991) and Keller (1993) conceptualised brand equity in a different way, both of them are evaluating brand equity based on connotations in consumer mind. Brand awareness, brand connotations, quality sense (perception) and brand loyalty are the most used dimensions as a side of consumer (Pappu ve Quester, 2005). Yoo et al. (2000) with Yoo and Donthu (2001) reveals that brand awareness from brand equity dimension comprise just one dimension with brand connotations and for this reason it is revealed that the brand equity is in triple structure that comprised from perceived quality, brand awareness/connotations and brand loyalty (Yıldız, Ay and Özbey, 2012). Keller and Lehmann (2003) expressed that scale of consumer-based brand equity (brand knowledge) comprise from awareness, connotations, attitudes, loyalty and activity (purchasing, loyalty etc.). If we investigate these dimensions one by one, brand awareness comprise first dimension, which includes remembering and recognizing of a brand by consumer, identification of a product or service. Second one is brand connotations that includes perceived features and strength of benefits positiveness and uniqueness.

Third dimension is a brand attitude that produce satisfaction and includes all evaluation of brand. Fourth dimension, is how long consumer emotions loyal toward to a brand, so is a brand loyalty. Even if bad news are heard about brand, strong loyalty provide resistance towards brand alteration. Fifth and last dimension is a brand activities. Brand activities reach out from the brand usage of consumer, to talk about the brand with others, following acknowledgements, promotions and events about brand. There is obvious hierarchy among currency dimensions. The awareness supports the connotations. The connotations comprise the attitudes and also the attitudes cause a loyalty and activity. The brand equity was created, when consumers have high degree of awareness for strong, desirable and unique brand connotations, positive brand attitudes, brand loyalty and devotion and brand activities (Yıldız, Ay and Özbey, 2012; Keller and Lehmann, 2003). Another approach in brand equity literature was suggested by Kapferer (2004). Kapferer (2004) has expressed that the brand is an attitude of non-indifference knitted into consumers' hearts. According to Kapferer (2004), through established relationships with consumer, the total brand equity, product and service that will generated the actual brand power. However, as there is no entire consensus about brand equity concept, it can be tell that the consensus was cornered (grabbed, cathed) about the equity that was added to the brand (Ross, 2006). This also shows that if consumer whose confidence increased with purchase decisions and brand loyalty with strong emotional bond and brand which can create a private relationship, the brands can get success (Aaker, 1996). The strong emotional bonds that established between consumer and their favorite team is important also in professional teams (Hong, Macdonald, Fujimoto and Yoon, 2005; Mullin, Hardy and Sutton, 2007). It is emphasized frequently as a basic indicator of team management in literature that the consumer-based brand equity is a value that is attributed by consumer to the name and symbol of their favourite team (Gladden and Funk, 2002; Richelieu and Pons, 2009; Gladden and Milne, 1999). However, yet there has no linked common decision by various cultures and sports authorities about dimensions, which measures brand equity, argument in progress. This differences should be considered, about each sport, in researches towards to sport managers (Funk, Mahony and Havitz, 2003). Furthermore,

in many researches about services, consumer experience is ruled out in brand equity development (Ross, 2006). This gap is present in the professional football, main reason of that available scales, which is developing for services, is obtained from developed models for physical products (e.g., Keller, 1993). Therefore, the aim of the study is to form a conceptual framework for professional football teams with taking a consideration of consumer experience. The last approach, which is a mixed method, is expressing that both of them is used together on the purpose of dispelling of adoption of deficiencies of financial or consumer based approaches (Kim et al., 2003; Erçis, Yapraklı and Yılmaz, 2013).

Consumer-Based Equity and Its Measurement in Professional Sports

Nowadays, sport has become a industry that involves the competition as required by its nature. Sports industry demonstrate important expansion due to cooperations with in a wide range of different sectors, which changing from the sports team and organizations to production of sport equipment, construction and maintenance of sports facilities, products for spectators (credit card, uniform, GSM network etc.) sponsorships, in last twenty years. Economic scale (the revenue that comes from subbranch like broadcasting revenue, sponsorship, uniform and licenced product etc.) that was developed by football match has become a billions of dolar economic industry since modern football was appeared from mid 80's until today. Football with its economical impacts and social functions turned from popular sport to global industry. Today particularly, the basic element of football such as branded clubs, branded footballer, managers is directing the football economy and the sector, which is a billions of dolars are emerging, is higher than many countries' gross national product (Kuyucu, 2014). Football not only resources of earning money but also is a transfer tool of local economical development, social cohesion, education, self-development and personal, cultural values (Yıldız, Ay ve Özbey, 2012).

Professional football marketing shows a considerable growth with increment of bussiness sponsorships and commercialisation process has been applied since the begining of the 90's with broadcasting rights. Revenue is obtained from press rights, ticket sales, footballer transfers and commercial product cause private investors to evaluate the football clubs as a long term investment and to trasfered money to the clubs (FATF, 2009). In current football industry consumer so spectator has been a consumer anymore. As for reach this consumer and provide him/her to consume any more, the necessity of benefit from the marketing science emerged. Thus, football not only in stadium but also outside of the stadium, also as means of industry, has been a market, where a intensive competitation is being experienced. In football marketing, the marketing of football watching playes a part in locomotive. The main reason of this parts, is a football audiences is the most important consumer of football. Therefore, the aim of football marketing is enhancing the spectator number (Kuyucu, 2014).

Nowadays, wide range of football marketing emerges from stadium to tv broadcating from licenced products to royalty marketing. Now, particularly stadiums, become running with AVM sense, designed that people can use not only in match days but also in their daily life contributed football industry have interwoven with other industry. When it is scrutinized from this side, stadium revenue creates a important source of income for the clubs. Another event is a press that contributes to expansion of football industry. Therefore, marketing of football have a place in traditional and social media (Kuyucu, 2014). Consumer-based brand equity is suitable for content of sport, due to its high degree of intangible nature. Sport satisfies requirement and desires of consumer-audience alike a tradational product. However, the requirements that is satisfied by sport is related with a great deal of subject such as health, entertainment, self expression, socialising.

This requirements is a less physical. The huge attractive factor for sport audience is unforeseen results of sport. This unforeseen results generate variable product performance for sport managers, regrettably. Sport product is not intangible due to its nature, so measurement of its equity is based on consumer senses towards to product (Yıldız, Ay and Özbey, 2012; Gladden et al., 1998). In recent years, the remarkable increment happened in research conducted about brand equity (e.g., Barwise, 1993; Bauer, Stokburger-

Sauer and Exler, 2008; Gladden and Funk, 2002; Ross, 2006; Ross, Russell and Bang, 2008; Biscaia, Correia, Ross, Rosado, Maroco, 2013). As brand equity is emphasizing of importance of a strong brand, gets objection to conceptualisation and measurement of brand equity in sport marketing literature. One of the main reasons that is derived from the brand equity in sport was determined with financial and consumer perspective (Ross, Russell and Bang, 2008). Many investigation is focus on the solitary dimension of brand equity due to obtained from models that rules out the characteristic quality of services in professional sport (Ross, 2006).

For example; Gladden and Funk (2002), who developed the Keller (1993)'s sport scenario study, developed the Team Association Model (TAM) that comprise from 16 brand that includes quality, benefitions and attitudes is related with product or not. Bauer et al. (2008) improved unique, positive and strong brand connotations scale as modified the TCM. However both studies also is related with motivation of sport consumer and factors that effects the spectators rather than connotations (e.g., Branvold, Pan and Gabert, 1997; Wann, 1995), and in reality, there is no any study about to support a certain brand connotations (Ross, James and Vargas, 2006). Ross et al. (2006) developed the Team Brand Associations Scale (TBAS), which describes 11 Team Brand Associations, can be use both quantative and qualitative. Although, significancy of brand associations in sport was understood with Ross et al. (2006)'s research, brand equity is a multidimensional concept (Aaker, 1991; Keller, 1993). Thus, multidimensional nature of brand equity should be focused on as enable to taken advantage of brand equity by sport brand managers, in future studies. When examined the sport brand, brand equity was congregated in three titles by Gladden, Milne and Sutton (1998)'s study that was conducted in environment of American Collage Sport, as follow: the factors related with team, the factors related with organizations and the factor unrelated with organizations. Though manager and top player is determinant in title of the factor related with team, acknowledgement, recognizability, fixture and amusement package is described as a promoter in the factor related with organization, media interest, geographical region, competitive forces is described as a promoter in the factor unrelated with organizations (Ross and Russel, 2008).

The first study that evaluates brand equity in sport with multidimensional approach was conducted by Gladden et al. (1998). Authors, who considering Aaker (1996)'s study, was suggested a four-dimensional structural model that consisted from brand awareness, brand associations, perceived quality and brand loyalty to measure brand equity for The American National College Atletizm Society. The study also describes the precursors of brand equity in three groups as related with team, organization and marketing (Kerr and Gladden, 2008). Gladden and Milne (1999) focused on a development of brand equity for professional team sport, similarly. Authors developed a model that can be use for professional sports with addition of two precursors, like logo design and stadium, to the model developed by Gladden et al. (1998). More recently, Kerr and Gladden (2008) modified and developed this conceptualisation as to explain the impact on professional team sport in global market places. Although contribution of these studies, remainder limitations has demonstrated that there is necessity to brand equity researhes in sport. The models, which is particularly based on these conceptual perspectives, is explaining as a side of manufactured products except touch upon the importance of actual experiences of consumer (Aaker, 1996; Rose et al., 2008).

Bauer, Sauer and Schmitt (2005) developed the Brand Equity Team Sport (BETS) scale by using fourteen indicator such as Brand association, features related with product features unrelated with product and brand profit. This study mentioned the importance of brand equity and brand awareness that have a important impact on economical success of organization. However the consumer experiences was obtained as a side of perspective that is not taking into consideration with BETS, can be a important limitations to sport brand equity concept. When many limitations in researchs towards to the sport brand is taking into consideration, spectator-based Brand Equity (SSBe) was developed by Rose (2006). This conceptual framework equity precursors was developed to emphasize the importance of consumer experience in sport services as organization orginated, marketing orginated and experiences orginated. In this model, brand loyalty with brand equity, brand awareness and brand associations was conceptualized via broadcasting right, ticket sale, product sale and other revenue generating factors. The spectator-based equity model was tested by

Rose et al. (2008) and it was seen that it is a reliable tool to measure brand equity in sport. However it is suggested that validity of model comprise for future studies in different concepts. Though previous studies revealed that consumer's perception level of team brand effect their future behaviors and satisfaction, the effects of the variables, which comprise SBBE scale, about this study hasn't been investigated (Beccarini and Ferrand, 2006; Bauer et al., 2008; Ross, 2006).

However, the specific features and discriminal cultural elements of each sport branch wasn't considered while brand equity was measuring (Ross et al. 2008; Yoo and Donthu, 2002). The conceptual structure, which was developed to understand spectator-based brand equity by Ross (2006), was comprised with taking in consideration of previous studies limitations. Particularly the model to measure sport brand equity, was suggested by Ross (2006), has based on brand equity models that was developed for physical entities. In fact, nonphysical, inconsistent, ambulatory and experiential structure that partaking in nature of demonstration sport was ruled out. In case the spectator-based brand equity model suggested by Ross (2008), indicates that consumer experiences so important in demonstration sport. In the spectator-based brand equity model that composing from brand awareness and brand associations, indicates the evaluation of consumer in a sport branch that chosen is so important. Though brand is comprised and developed conscious by company owner (or professional manager), club spectator/community is a saver of all equity of a sport club (Şenel, 2008:6).

To Compose that club's spectator-based brand equity as managing the sport consumer's conception and associations, behavior and attitudes towards to the sport club in their mind (Yıldız, Ay and Özbey, 2012). Yoo et al. (2000) with Yoo and Donthu (2001) revealed that brand associations with brand awareness compose a single dimation and so brand equity, which is triple dimation structure, compose from perceived quality, brand awareness/associations and brand loyalty (Yıldız, Ay and Özbey, 2012). The sport teams, also particularly football teams, have degree of famousness and awareness. In study about German football teams, Bauer et al. (2004) suggested that brand awareness of teams is to high, these teams have been heard, known from almost everyone and so brand equity can't be evaluated as a distinct dimension.

The brand awareness of the football teams (BJK, FB and GS) that is a subject of this study wasn't measured since it has known from almost everyone and it has high degree of brand awareness. In this study, it was decided that not to use dimension of brand awareness in brand equity measurement as inspired from studies of Yoo et al., (2000) with Yoo and Donthu (2001) with Bauer et al., (2004).

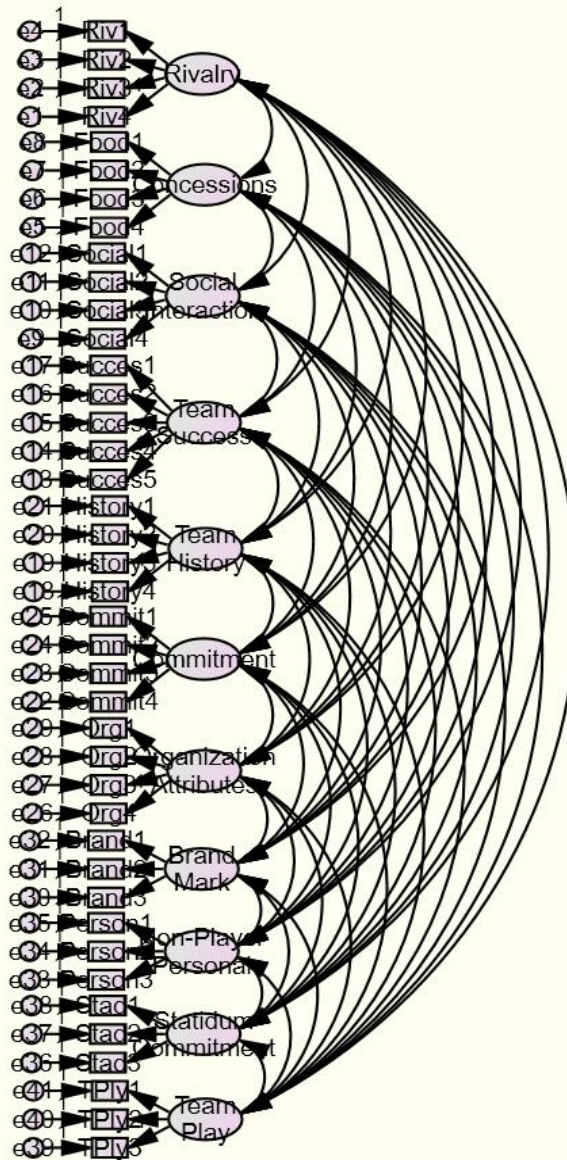
In this study, it was aimed to examined that the scale, which was developed by Rose et al. (2008), measures spectator-based brand equity, reliability and availability of models namely utility in Turkey that is a different culture, the awareness-dimension that taking part in the model by subtracting, the only association-dimension was attempted to examined the proficiency of the measurement of brand equity model.

Research Metedology

In this section, the information is given about research model and the hypothesis of research, pattern selection and pattern size, data collection method and tool and finally the way of data analyse, respectively.

The Research Model and Research Hypothesis

The availability and validity of structure of spectator-based brand equity will be determined based on findings that were obtained from model that developed according to aim of the study. The research model was developed by related studies about subject with aim of the corrections of validity of dimensions that compose spectator-based brand equity is seen in Figure 1.



Hypothesis of Research

H₀: It is available that suggested for spectator-based brand equity

H₁: It isn't available that suggested for spectator-based brand equity

Methods and Tool Of Data Collection

The questionnaire form, was used in this study, was composed from demographic features and spectator-based brand equity scale that was developed in Rose et al. (2008). Spectator-Based Brand Equity Scale is composed from fourty nine variables that consist also brand awareness and associations. The sport teams, particularly football teams, have high degree of famousness and brand awareness (Yıldız et al., 2012). Bauer et al. (2004) suggested that brand awareness of teams is to high, these teams have been heard, known from almost everyone and so brand equity can't be evaluated as a distinct dimension. However in this study, the availability of brand associations dimensions was tested by taking alone different from Rose et al. (2008). Brand associations scale compose from 41 variables such as brand, competition, concessions, social interaction, allowance, team history, organization quality, team success, team game (play), technical team and stadium groups.

The spectator-based brand equity scale was done interpretation of availability and validity side that handled just association dimensions to test claims in the Bauer et al. (2004)'s studies. All variables was measured with quinary Likert-type scale. The questionnaire form that composed from totaly 41 entries was performed by the face to face survey method with students that were in Nigde University campus to corrections of the aim of the study. The 550 spectators of three teams (BJK,GS,FB), which have the most spectators among the present football teams in Turkey, was reached with convenience sampling method within a April, 2016. When the questionnaire form was investigated, it was seen that the 446 questionnaire form can be used and conversion rate was determined as 81%.

Confirmatory Factor Analysis (CFA) was used to test research hypothesis that partaking in research model and Maximum Likelihood Estimation was used as prediction method. To obtain reliable prediction (to minimize impact of sample error level) with Confirmatory Factor Analysis is needed large variables. There is no concensus in literature about how long sample size should be. This analyses are so sensitive to the sample size, while their basic assumption is data display a multiple normal distribution. It is required to be answered that each parameter takingpart in scale by at least ten respondents in calculation of sufficient sampling size to data display a normal distribution (Hair et al., 1998). The number of parameter that takingpart in scale model is fourthy one, so it is proper that the sample size is to be at least 410. In this circumstance, it has seen that the sample size is enough.

The Data Analyses Method

The questionnaire method was used in reserch as data collection method. The pre-test was applied with choosen 30 students as presentative to research sample with convenience sampling method to get opinion on subject such as consideration clarity, content, extent that takingpart in prepared questionnaire. Accordingly, as the required modifications was done, it has finalized to the questionnaire form and the questionnaire form was applied. The required data for analyse was obtained with questionnaire method by using of face to face meeting method with students between the date 4 April and 25 April 2016. It was requested from students in questionnaire form that judgements was to be answered for for the team, which was indicated as the spectators of it. To respondents were asked to team, which they support and the required data for research was collected as maintain the meeting with respondents who is spectator of Galatasaray (GS), Beşiktaş (BJK) and Fenerbahçe (FB).

In this study, multidimensional spectator-based brand equity scale, which was developed by Ross et al. (2006; 2008), was used as translated into Turkish to determination of dimensions that compose the spectator-based brand equity. In this study also the awareness dimension was externalized of the valuation that took place in Ross et al. (2008) study to referring the research that Bauer et al. (2004) indicated that the awareness couldn't be evaluated as a divorce dimension. As the prepared questionnaire to measure the Spectator-Based Brand Equity compose from two parts, four question take part that include demographic informations of respondents in first part. In second part, it was given place that a scale consists 41

judgements that measures eleven judgements is related with the brand connotations that compose spectator-based brand equity and it was wanted to specify from the respondents what extent to each questions was agreed/disagreed as using 5-point Likert-type scale. The scale ranging from 1 (strongly disagree) to 5 (strongly agree).

In research, the SPSS and AMOS packaged software for data analyses. The dimension number that composes spectator-based brand equity was determined with confirmatory factor analyses. It was tested that reliability and availability of the conceptual structure (MacCallum and Austin, 2000; Churchill, 1979) with Confirmatory Factor Analysis that was using for to test scale reliability and availability that was developed to measurement of models that based on theory. In analyse, the Maximum Likelihood Estimation Method was used as prediction method. The Maximum Likelihood Estimation is one of the most frequently used method in Confirmatory Factor Analysis (CFA) (Chou and Bentler, 1995). As soon as The Maximum Likelihood Estimation Method requires the Multiple normal distribution hypothesis, gives a good unbiased estimation in data that is non skewness and non kurtosis too much (skewness is smaller than 2 and kurtosis is smaller than 7) (Bollen, 1998; Hoyle and Panter, 1995).

Analyse and Results

The evaluations was done related with the questions that is aimed to determine respondents demographic features in first stage of analyse as primarily. 70,7% of the respondents, who attended to the research, were male, 70,5% were in the 20-22 age range their age ranges in other words they are ranking among young age groups. When respondents' income level was investigated, it was seen that the most of respondents' (53,7%) income levels are below the 1500 Turkish lira. When it is looked from the viewpoint of the spectators, it was seen that 41,8% of them was GS (Galatasaray), 32,8% of them was FB (Fenerbahçe) and 25,4% of them was BJK (Beşiktaş) football club spectator.

The Reliability and Availability Test Results of The Scales That Used in Research

The analyses was started with the determination of testing of the spectator-based model internal consistency. The alpha values, which related with dimensions that compose Spectator-Based Brand Equity, shows in table 1. The alpha coefficients, are dependent with Spectator-Based Brand Equity dimensions, evaluated as follow; 0,853 was brand, 0,946 was competition, 0,841 was concession, 0,937 was social interaction, 0,893 was rebate, 0,871 was team history, 0,830 was organizational quality, 0,879 was team success, 0,811 was team game, 0,853 was technical team and 0,814 was stadium.

The evaluated alpha coefficients was higher than suggested value as 0,70. Therefore, it can be said that the scale, was used for analyse, is reliable (Nunnally and Bernstein, 1999:265; Hutcheson and Sofroniou, 1999). The confirmatory factor analyses was applied for the aim of the determination of dimensions (brand, competition, concession, social interaction, rebate, team history, organizational quality, team success, team game, technical team and stadium) that compose the spectator-based brand equity.

In this study, KMO test results was 0,805. It can be said that the data set is proper to factor analyses of obtained data set due to the results of the evaluated KMO test was above suggested value, 60%. Bartlett's Test of Sphericity method is a test that examine whether correlation matrix (is using for the confirmatory factor analyses), is identity matrix or not (Hair et al., 1998). If significancy level of test takes values below the 0,05, it is shown that the correlation matrix is not an identity matrix and so is relationships among variables. The significancy level of Bartlett's Test of Sphericity existed ($p=0,000$) and this is shown that the correlation matrix isn't a identity matrix, the relationships is appeared among variables. It can be said that the data set proper to factor analyse. The confirmatory factor analyses results shows in Table 1.

Table 1: The Confirmatory factor analyses results

	Factor Loading (EFA)	Ex. Var.	Cronbach's Alpha	A.V. E.	T
RIVALRY					
Riv1 ^a		13,92			-----
Riv2	,943	4	,946	,84	14,181
Riv3	,940				14,384
Riv4	,937				36,276
CONCESSIONS	,853				
Food1 ^a					-----
Food2	,916	13,37	,893	,77	21,907
Food3	,869	1			20,677
Food4	,864				21,563
SCOCIAL INTERACTION	,860				
Social1 ^a					-----
Social2	,888		,937	,74	35,699
Social3	,866	10,86			28,244
Social4	,855	3			22,283
TEAM SUCCESS	,840				
Succes1 ^a	,788		,879	,57	14,006
Succes2	,769				16,73
Succes3	,758	6,919			16,313
Succes4	,749				15,951
Succes5	,723				
TEAM HISTORY	,897		,871	,73	-----
History1 ^a	,871				18,11
History2*	,844	6,466			20,944
History3	,792				
Histor4					-----
COMMITMENT	,815		,841	,61	15,899
Commit1 ^a	,793				15,256
Commit2	,793	5,704			14,595
Commit3	,730				
Commit4					
ORGANIZATIO N ATTIBUTES	,823		,830	,60	-----
Org1 ^a	,806				13,316
Org2*	,751	4,640			13,567
Org3	,721				
Org4					-----
BRAND MARK	,885		,853	,76	16,746
Brand1 ^a	,871				16,769
Brand2	,865	4,138			

Note: ^a Regression coefficient was squered as 1; * coefficients significance as statistical was $p < 0,01$; * History2 and Org2 standartized variables' regression coefficients was $< ,70$, so these were wasn't evaluated.

In the results of the conducted factor analyse; came under the concerned factors that is related with measurment variables that measure the dimensions that compose spectator-based brand equity. The brand, competition, concession, social interaction, rebate, team history, organizational quality, team success, team

game, technical team and stadium was determined as the dimensions that compose spectator-based brand equity. Competition dimension was clarified the most higher variance. When variance values that shows the each dimention's explanatory power (A.V.E) of spectator-based brand equity alone was investigated, it was explained that the brand was 0,76, competition was 0,84, concession was 0,61, social interaction was 0,77, rebate, team history was 0,73, organizational quality was 0,60, team success was 0,57, team game was 0,64, technical team was 0,65 and stadium was 0,68. Confirmatory Factor Analysis (CFA) was conducted with the aim of testing the scales that was used in study. DFA was applied to scale models of research by using a AMOS software program. In this study, χ^2 /df rates was evaluated as 2,117 ($\chi^2 = 1346,345$ df= 636, p=0,000).

Expression screening and residual value were examined, not attend high degree of incorrect variables. Any variable wasn't ejected from the model, just covariations was generated among some variables due to the dost of the Goodness of fit indices within acceptance boundary. The modifications was done among the disturbance term of items of Histor2-History3, Succes1-Succes4, Succes1-Succes2 and Succes3-Succes2. The value statistically examining of availability of the model and the analyse data as that was suggested in YEM is χ^2 value (Schumacker and Lomax, 2004: 82). χ^2 value test examines the populational covariance matrix whether equal to covariance matrix that apply in model or not. If poverty hypothesis is correct, it reaches a solution with minimal χ^2 value. It is proper that the χ^2 value is lower, also significancy level is higher than 0,05. As the differences between the data that observed in SEM and teoric data is investigating, it expected that meantime absence of differences as the model is to be proper and acceptable for the data. Therefore, it is expected that the null hypothesis is accepted in SEM. Thus, it is expected that chi-square value is to be meaningless and orginates small amount as value. However this value is sensitive to sample size and in multiple element samples can reach high degree of χ^2 values, so it is seen more proper to usage of χ^2 /df value that corrected with degree of freedom (df) (Bagozzi, 1981: 380). χ^2 (1346,345) was found as too high for the studied sample (N=446), χ^2 value, was correction with df, was taken into consideration.

The χ^2 /df value, which is appropriate within range 0-3 (Schermelleh-Engel et al., 2003: 31-33), was obtained as 2,117, so the research model was significant as statistically. It doesn't means to Chi-square value is accepted if it orginates insignificance, some other goodness of fit tests (particularly not effect the sample size) need to be applied. On the other hand, only one statistical significance test isn't enough to description of a model that obtained from data in structural equation model, it requires that evaluation according to various criteria(Schermelleh-Engel et al., 2003). For this reason other significance test (goodness of fit index) and acceptable border is given in table 2. Goodness of fit measures the properness of predicted, observed input matrix (covariance or correlation) among adviced model or the consistency of model's empirical data (Hair et al., 1998; Schermelleh-Engel et al., 2003). Schermelleh-Engel et al., (2003) recommends that p value, χ^2 /sd , RMSEA, SRMR, NNFI, CFI, GFI and AGFI values is to be investigated and reported in evaluation of model.

Table 2: Goodness fit indices is related with structural equation model

Goodness of fit index	Goodness – of – fit	Acceptable Goodness Measures	Levels of Fit	Result from the data
<i>NFI</i>	$0.95 \leq NFI \leq 1$	$0.90 \leq NFI < 0.95$		0.903
<i>CFI</i>	$0.97 \leq CFI \leq 1$	$0.95 \leq CFI < 0.97$		0.946
<i>GFI</i>	$0.95 \leq GFI \leq 1$	$0.90 \leq GFI \leq 0.95$		0.904
<i>AGFI</i>	$0.90 \leq AGFI \leq 1$	$0.85 \leq AGFI \leq 0.9$		0.878
<i>RMSEA</i>	$0 < RMSEA \leq 0.05$	$0.05 < RMSEA \leq 0.08$		0.050
<i>SRMR</i>	$0 \leq SRMR \leq 0.05$	$0.05 < SRMR \leq 0.10$		0,046
χ^2 /df	$0 < \chi^2 /df < 3$			$1346,345 / 636 = 2.117$

Reference :Schermelleh-Engel et al. (2003: 52)

The different opinions exist about evaluation of cohesion criterions in literature. Hu and Bentler (1999), recommends that CFI value should be more than 0,95, other criteriones should be more than 0,90, RMSEA value should be lower than 0,06, SRMR value should be lower than 0,08. Schumacker and Lomax (2004: 82), recommends that values among 1-5 for χ^2/sd , values reach to 0,95 for GFI, AGFI, NFI and NNFI and values that lower than 0,05 is conformance well (Adams, Nelson, et al., 1992; Wang, Lin, et al., 2006). However, it is considered that is better if the χ^2/df ratio lower than 2 (Seyal, Rahman, et al., 2002). Although goodness of fit indices the ranges, is to be between 0,80 and 0,90, is generally accepted to consider to model cohesion, to be above 0,90 expresses the good fit (Yap and Khong, 2006; Wang, Lin, et al., 2006). One of the another RMR index is need to be among 0-1 and to be lower than 0,05 shows good fit (Golob, 2003). It was determined as 0,05 in RMSEA analyse result. If the RMSEA index is among 0,05 and 0,08, it shows good fit (Byrne, 2001; Costa-Font and Gil, 2009; Adams, Nelson, et al., 1992). Model cohesion criterion, used in this research, is seen table 2.

According to results of confirmatory factor analyses, was done to verify measurement model, RMSEA = 0.050, SRMR = 0.046, X^2 / sd (1346,345/636) = 2.117, CFI = 0.946, GFI = 0.904, AGFI = 0.878, NFI = 0.903 TLI=0.925 was found. This findings took a values among the good fit and acceptable fit border that were shown in table 2. It can be said that the model's, according to findings that was obtained from research, RMSEA, X^2 / sd and SRMR indicated good fit; AGFI, GFI, NFI and CFI indicated acceptable fit. Confirmatory factor analyse of Spectator-based brand equity scale indicated that data at good level (Hu and Bentler, 1999; Demirtaş and Alanoğlu, 2015). According to confirmatory factor analyses results, the 41 itemes, which take parts in the brand connotations that it is assumed that composed spectator brand equity scale, was evaluated. This results indicated that the sample size was enough fort the research model, also model was significant and reliable as statistically. Fornell and Larcker (1981), recommends to usage of structure reliability for reliability analyses and AVE calculation in structural equation model studies. It is required that the Structure reliability values is above 0,70, AVE values is above 0,50 (Fornell and Larcker, 1981; Hair et al., 1998; Hatcher, 1994). Validity and reliability analyse results of measurement tool showed in Table 1. All Values of the Structural reliability of factors in measurement tool is above 0,70 and changing from 0,81 to 0,95, as it is seen in table 1. All AVE values is above the 0,50 and changing from 0,57 to 0,84. This findings revealed that the measurement tool was reliable. Measurement tool validity was examined with discriminant validity and convergent validity. The more relationships among factors as reach to 1 or -1 the more factors' dicriminant reliability fall down (Anderson and Gerbing, 1988). Kline (1998: 60) introduces that if correlation coefficient is 0,85 and above this, evaluation of discriminant reliability can't provide. Fornell and Larcker (1981) also introduces more strict approach about evaluation of discriminant reliability. For discriminant reliability, AVE value of each factor is required to be more higher than square of the correlation coefficients between this factor and other factors.

Failure to provide this circumstance shows the discriminant reliability is low. When table 1 investigate, it is seen that the correlation coefficient among factors are lower than 0,85. AVE values of each factor was also more higher than square of correlation coefficients with other factors. This findings indicated that disciriminant reliability was provided. To present the convergent validity of each measurement items, factor load that is under the related factor is required that has to be t value as statitically and each factor load is to be higher than square of its standart error (Anderson and Gerbing, 1988). Hair et al. (1998) indicated that the factor load, which belongs in scale items, is need to be 0,50 and above it. In this research, factor load in scale model ranged among 0,72 and 0,94, t values ranged among 10,6 and 36,2 and all t values was significant as statistically. This findings indicated that convergent reliability was porvide (Anderson and Gerbing, 1988). This results, supported that reliability and validity of eleven-dimensional structures which take part in research model and compose spectator-based brand equity. In this study, conceptual structure, was suggested by Ross et al. (2006; 2008), was examined for spectator-based brand equity and it was tackled without awereness dimension as suggested by Bauer et al. (2008) and spectator-based brand equity was examined only with brand association-dimension. As result of conducted analyses, it can be said based on findings that the spectator-based brand equity is composed from eleven-dimension and there was reationships between among this dimensions. With conducted study, spectator-based brand

equity scale, which was developed for measure brand equity in different country, was determined availability in Turkey, it was considered to be an important contribution to the literature on the subject.

Discussion

In this study revealed a model that oriented to brand equity in the football teams. This model was composed from brand (0,853), competition (0,946), concession (0,841), social interaction (0,937), rebate (0,893), team history (0,871), organizational quality (0,830), team success (0,879), team game (0,811), technical team (0,853) and stadium (0,814). The constant spectators have a motivation of watching the team and buying a commercial products. Therefore, not only ranking success of team on pitch, but also integration of symbols related with brand and emotions that was composed from brand loyalty can induced buying. When the team can't succeed, this spectators don't change their reassurance and loyalty with long-term retrospective evaluation. This situation is important for future investment of the club. The loyal spectators sense under pressure about the subject of buying the team jersey for provide the club to be afloat. This financial support can be beneficial for transferring of top player in market with the aim of increasing the performance of the team in pitch for the following year (Slattery and Shaw,2003:1). To win a comparative advantage, in sport marketing and pitch, get success, can be possible with top players, management and coach work together and in coordination. In this research, the reliable model towards to spectator-based brand equity model in football team was presented. It is thought that this model, which consists eleven-dimension, compose brand associations and results of the study, in sport team and also particularly in football team, will contribute to future studies about management of marketing and brand management. Furthermore, it can be investigate that the suggested model, which is in basketball voleyball hentball and other sport flow, whether is valid or not and relationships among dimensions in model whether differentiate or not for this flow.

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