

Exploring the Link Between Football Team Fans' Evangelism Levels and Their Perceptions of Team Innovation

Serkan Necati METİN^{ID}, Yağmur AKKOYUNLU^{ID}

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Abstract

This study was conducted to examine the relationship between the evangelism levels of football fans and their perceptions of the innovation of the teams they support. A total of 325 people, 228 males and 97 females, who were determined by simple random sampling method, participated in the study. In addition to the personal information form containing the demographic characteristics of the participants, the "Sports Team Evangelism (eFANgelism) Scale" (STEÖ) was used to measure the evangelism levels of individuals towards the football team they are fans of and the "Innovation in Sports Scale" (SIAS) was used to measure the innovation perceptions of the clubs as data collection tools in the study. Descriptive relational survey method was utilized in the study. T-Test was used for pairwise comparisons, ANOVA for multiple comparisons, Pearson correlation analysis was used to determine the relationship between eFangelism and innovation, and regression analysis was used to determine the prediction of eFangelism with innovation. In the findings obtained, it was seen that there were significant differences in the innovation perceptions of the fans according to the team they support and in their evangelism levels according to the years of supporting the teams. In addition, it has been determined that there is a significant relationship between the evangelism levels of the fans and the innovation perceptions of their teams and that there is a strong interaction between the innovation levels of the teams and evangelism. As a result, it has been determined that the difference of the club makes a difference in the innovation perception of the fans, the years of supporting their clubs make a difference in the level of evangelism, and the level of evangelism of the fans has an effect and relationship on the innovation approaches of their clubs.

Corresponding Author:

Serkan Necati
METİN
smetin@bandirma.edu.tr

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Futbol Takımı Taraftarlarının Evangelizm (Efangelizm) Düzeyleri ile Takım İnovasyonu Algıları Arasındaki Bağın Araştırılması

Öz

Bu çalışmada futbol taraftarlarının evangelizm düzeylerinin, destekledikleri takımlarının inovasyon algıları arasındaki ilişkinin incelenmesi amacıyla yapılmıştır. Çalışmaya, basit tesadüfi örneklem yöntemi ile belirlenen 228'i erkek ve 97'si kadın olmak üzere toplam 325 kişi katılmıştır. Çalışmada veri toplama araçları olarak katılımcıların demografik özelliklerini içeren kişisel bilgi formunun dışında, bireylerin taraftarı oldukları futbol takımına karşı evangelist düzeylerini ölçmek amacıyla "Spor Takımı Evangelizmi (eFANgelizm) Ölçeği" (STEÖ) ve kulüplerin inovasyon algılarını ölçmek amacıyla "Sporda İnovasyon Ölçeği" (SİÖ) kullanılmıştır. Çalışmada betimsel ilişkisel tarama yönteminden yararlanılmıştır. İkili karşılaştırmalarda T-Testi, çoklu karşılaştırmalarda ANOVA, eFangelizm ve inovasyon arasındaki ilişkinin belirlenebilmesi için Pearson korelasyon analizi ve eFangelizmin inovasyon ile yordanmasının belirlenebilmesi için regresyon analizinden faydalanılmıştır. Elde edilen bulgulara taraftarların destekledikleri takım değişkenine göre inovasyon algılarında ve takımları destekleme yıllarına göre evangelizm düzeylerinde anlamlı farklılıkların olduğu görülmüştür. Ayrıca taraftarların evangelizm düzeyleri ile takımlarının inovasyon algıları arasında anlamlı ilişki olduğu ve takımların inovasyon düzeyleri ile evangelizm arasında güçlü bir etkileşimin olduğu belirlenmiştir. Sonuç olarak, kulüp farklılığının taraftarların inovasyon algısında, kulüplerini destekleme yıllarının eFangelizm düzeyinde farklılık yarattığı, taraftarların eFangelizm seviyesinin kulüplerinin inovasyon yaklaşımları üzerinde etkisi ve ilişkisi olduğu tespit edilmiştir.

Anahtar kelimeler: Taraftar, Efangelizm, İnovasyon, Futbol

Introduction

Football is considered one of the most popular sports in the world with millions of people participating (Tan et al., 2022). It can be said that this is due to the fact that it is a sport that requires a high degree of skill and is an exciting and exciting sport (Budi & Widyaningsih, 2020). However, it is insufficient to say that the popularity of football today is only due to the skills of athletes. So much so that football is thought to have left behind many companies that have a say in the world with its economy alone (Küçükibiş and Yurtsizoğlu, 2019). It is seen that the revenues of football clubs consist of donations, sales of licensed products, sponsorship agreements, ticket sales, commercial activities and broadcasting revenues (Kandaz Gelen et al., 2022). It can be said that the basis of all these revenues is the fans.

It can be argued that almost every football club has loyal fans who are attached to them due to regional or patriotic sentiments (Su'udi, 2010). In particular, understanding these loyal fans helps the club to increase its financial revenues (Funk et al., 2016). For this reason, some studies in the field of sport management have focused on understanding the behavior of these fans (Bauer et al., 2008; Dwyer, 2011). These fans, who are loyal to their clubs, can be divided into spectators and fanatics when evaluated in terms of their perspective on their teams. Fans who are loyal to their team, who follow their team and the athletes who compete in their team and support them by having positive feelings for them (Arslanoğlu, 2005), are called spectators if they only watch the sports competition in the stadium or on TV, and fanatics if they are extremely attached to their team and see themselves and their team as a whole and identify with their club (Koruç et al., 2004). According to Dwyer et al. (2015), people who are highly loyal to their team, engage in team-centered interactions, and try to increase the team's supporters by influencing others act within the framework of eFANGelism (eFANGelism). The increased use of social media accelerates and increases the interaction of fans with each other, and this evangelistic behavior is thought to increase some of the revenue of teams supported by fans (Park et al., 2021).

The increase in the number of fans of football clubs increases their revenues at the same rate. This has led to the necessity for clubs to develop innovative products or services that are more diverse and can generate more economic revenue (Ratten, 2016; Popovic et al., 2021). For this reason, clubs have adopted the perception of innovation that has emerged in many fields in recent years.

It can be said that football fans in Turkey have a high level of loyalty to their clubs. In fact, it is not common for a fan who supports one team to start supporting another team. In this context, there is an explanatory effect of differences in Turkish fans' level of fandom, favorite team and years of fandom on clubs' innovation approaches. There is a significant difference in the eFANGelism levels of

fans' years of fandom. There is a difference in the innovation approaches of the fans of different clubs. There is a relationship between fans' efangelism levels and their perceptions of innovation. Based on these hypotheses, this study was conducted to examine the efangelism levels of Turkish football fans and their views on the innovation approaches of the clubs they support. Firstly, the phenomenon of evangelism and innovation has been explained. The data obtained from the fans with the survey method were transformed into tables with various analysis methods and evaluated in terms of the level of evangelism and innovation perceptions.

Efangelism

It is thought that the term efangelism, which means "believers educating and convincing non-believers", was first used in 300 BC. With the developing technology and the widespread use of the internet, the use of the word has become widespread (Göktaş & Tarakçı, 2020). Dwyer et al. (2015) define efangelism as "team-centered interaction and fans influencing others", while Küçükibiş and Yurtsuzoğlu (2019) define it as "selling one's dreams to others with love". Basically, efangelism is an effort to convince customers who are already loyal to a brand to become loyal to that brand. In other words, it is an advanced marketing strategy. In this case, the concept of brand efangelism has emerged.

The concept of brand efangelist is also used to mean brand lover, brand enthusiast, brand fanatic and brand advocate (Matzler et al. 2009; Choudhury, 2019). Yüksekbilgili (2017) defined brand efangelism as "loyalty beyond reason". When evaluated from these perspectives, it can be said that football clubs, which are a brand, increase their fan base by efangelists and thus find more markets and customers for themselves.

Innovation

Innovation, which is actively used in many fields such as political science, sociology and management (Goldsmith, 2010), is defined as the process required to produce or transform a marketable product or service in a newly created or innovated way (OECD, 2005).

In sports, innovation stands out as a new reform (Devecioğlu, 2008). Considering the share of football in the sports industry, it is inevitable for sports clubs to offer services in an innovative framework. In this context, sports clubs should adopt innovation approaches that will both increase the performance of their athletes and facilitate the purchase of services by their fans. There are different types of innovation approaches for different purposes accepted by EU and OECD countries. These are product innovation to increase the performance of athletes (Tosun-Tunç and Sevilmiş, 2019), process innovation to develop a new management style in organizations or to improve the existing one (Altun, 2007), marketing innovation, which means developing a different marketing

strategy from the existing one or renewing the existing one (Elçi, 2009), and organizational innovation, which is defined as a change in management and organizational structures for the current need (Hartley, 2005).

Materials and Methods

Research Design

Descriptive relational survey method was used as a method in the research. In this study, descriptive analysis and correlational research model will be utilized in accordance with the objectives. The correlational research model specifies the current problem, the situations encountered with this problem, and the relationships between variables and variables (Kurtuluş, 1998). Descriptive model is a research approach that aims to describe a past or current situation as it exists. The person or object that is the subject of the research is tried to be defined in its own conditions and as it is. The researched object is not tried to be influenced, changed or transformed in any way. Whatever is desired to be known is tried to be taken (Karasar, 2016). In the research, information will be obtained by utilizing the survey technique. Participants will be determined by random sampling method.

Participants

The sample group of the study consisted of a total of 325 people, 228 men and 97 women, who were determined by simple random sampling method. The participants were reached by distributing the scales created on Google Form on a voluntary basis. The minimum sample size was calculated using G-power 3.1.9.7 (University of Dusseldorf, Dusseldorf, Germany) (Kang, 2021). Accordingly, a priori and F tests were used to calculate the power in the study design and α err prob = 0.05, minimum effect size = 0.25 and power ($1-\beta$ err prob) = 0.80, a real power of 80.5% was obtained in the study with 195 samples for power analysis. Therefore, 325 people were found sufficient for the sample group of our study.

Table 1 provides demographic information about the participants. Accordingly, 70.1% of the participants are male, 29.8% are female, 80.9% are between the ages of 18-25, and 3.1% are 46 and over. When we look at how long the participants have been supporting the teams they are fans of, it is understood that 34.5% of the participants have been supporting their favorite teams for 1-10 years, 46.8% for 11-20 years, 12% for 21-30 years and 6.8% for 31 and more years. In addition, 31.4% of the participants were Galatasaray, 32.6% Fenerbahçe, 20.6% Beşiktaş, 7.4% Trabzonspor fans, while 8% supported teams such as Adana Demirspor, Kocaelispor, Bursaspor and Bandırmaspor.

Table 1

Demographic Information of the Participants.

Variables		F	%
Gender	Male	228	70.2
	Female	97	29.8
Age	18-25 age	263	80.9
	26-35 age	25	7.7
	36-45 age	27	8.3
	46 years and above	10	3.1
How many years have you been supporting your team?	1-10 years	112	34.5
	11-20 years	152	46.8
	21-30 years	39	12
	31 and more years	22	6.8
Which team do you support?	Galatasaray	102	31.4
	Fenerbahçe	106	32.6
	Beşiktaş	67	20.6
	Trabzonspor	24	7.4
	Others	26	8
TOTAL		325	100

Data Collection Tools

Personal Information Form

A questionnaire form was created and personal information such as age, gender, how long they have been a fan of their team and which team they are a fan of, which are thought to make a difference on the innovation perceptions and eFANGelism levels of the participants, were asked.

Sports Team Evangelism (eFANGelism) Scale

The scale was developed by Dywer et al. (2015) to measure individuals' evangelistic attitudes towards their favorite sports team. In its original form, it consists of 14 questions and 4 sub-dimensions. The scale was adapted into Turkish and its validity and reliability study was conducted by Yüksekbilgili (2017). In his study, Yüksekbilgili removed 2 questions and the scale consisted of 12 questions. The scale, which is a 5-point Likert-type scale ranging from 1- Strongly Disagree to 5- Strongly Agree, has a total of 4 sub-dimensions: advocate (1-2-3), advertisement (4-5-6-7), provocation (8-9-10) and assimilation (11-12). The Cronbach Alpha value of the Turkish version of the scale was determined as 0.936.

Innovation in Sport Scale

The scale developed by Kanario (2017) was adapted into Turkish by Demir et al. (2020) and a validity and reliability study was conducted. The scale consists of 3 sub-dimensions and a total of 30 items: sports innovation in clubs (1-2-3-4-5-6-7-8-9-10), challenges of sports innovation in sports clubs (11-12-13-14-15-16-17-18-19-20) and strategies to facilitate the acceptance of sports innovation in clubs (21-22-23-24-25-26-27-28-29-30). The Cronbach Alpha value of the scale, which

is a 5-point Likert type scale with 1- Strongly Disagree, 5- Strongly Agree, was determined as 0.951 in the Turkish form.

Data Analysis

When the Skewness and Kurtosis values of the study were measured, it was understood that the data were normally distributed -1.5 and +1.5 (Tabachnick et al., 2007). In the study, since it is thought that the participants' perceptions of innovation may be different depending on the variable of the team they support, SIS was used, while STEO was used since there may be a difference in the level of evangelism depending on the variable of the year they support the teams. Pearson correlation analysis was applied to determine the relationship between evangelism and its sub-dimensions and innovation in sports, and multiple regression analysis was applied to understand the effect of evangelism on innovation in sports. In addition, since gender and age variables were not normally distributed, they were not evaluated in the results section. SPSS 26 statistical package program was used in the analysis.

Table 2

Distribution of Scale Scores and Reliability Analyses

Dependent Variables	Item Number	N	M	Skewness	Kurtosis	Cronbach's Alpha
STEO	12		3.45	-.529	-.113	.920
Advocate	3		3.68	-.685	.072	.781
Advertisement	4	325	3.32	-.275	-.870	.872
Provocation	3		3.26	-.472	-.557	.844
Assimilate	2		3.64	-.647	-.128	.713
SIO	30		3.56	-.790	1.375	.972
Sports innovation in clubs	10		3.71	-.976	.990	.959
Challenges of sports innovation in sports clubs	10	325	3.37	-.344	.143	.939
Strategies to facilitate the acceptance of sports innovation in clubs	10		3.60	-.722	1.143	.938

STEO: Sport Team Evangelism Scale

SIO: Innovation in Sports Scale

Ethics of Research

During the current research, the "Directive on Scientific Research and Publication Ethics of Higher Education Institutions" was followed. Before the data of the study were collected, an ethics committee report was obtained from Bandırma Onyedi Eylül University Social and Human Sciences Ethics Committee with the number 2023-3 27/03/2023.

Results

The analysis results of the study are presented in this section.

Table 3

ANOVA Test Results of Innovation in Sport Scale Scores Depending on the Supported Team Variable

Dependent Variable	Supported Team	M	SD	F	p	Tukey and Scheffe
SIO	Galatasaray	3.63	.763	2.723	.030*	2-4
	Fenerbahçe	3.68	.827			
	Beşiktaş	3.51	.953			
	Trabzonspor	3.16	.850			
	Others	3.32	.833			
Sports Innovation in Clubs	Galatasaray	3.84	.888	3.929	.004*	2-5
	Fenerbahçe	3.88	.880			
	Beşiktaş	3.54	1.065			
	Trabzonspor	3.34	1.190			
	Others	3.29	1.047			
Challenges of Sports Innovation in Sports Clubs	Galatasaray	3.36	.927	1.301	.270	
	Fenerbahçe	3.44	.937			
	Beşiktaş	3.44	1.065			
	Trabzonspor	2.98	.802			
	Others	3.33	.799			
Strategies to Facilitate the Acceptance of Sport Innovation in Clubs	Galatasaray	3.68	.809	3.008	.019*	2-4
	Fenerbahçe	3.73	.882			
	Beşiktaş	3.55	.934			
	Trabzonspor	3.16	.845			
	Others	3.34	.875			

*(p<0.05)

In Table 3, the results of ANOVA analysis of SIO and its sub-dimensions depending on the supported team variable are given. Accordingly, it is understood that there are statistically significant differences in the sub-dimensions of sport innovation in clubs and strategies to facilitate the acceptance of sport innovation in clubs and the total scale (p<0.05). As a result of the Tukey and Scheffe tests conducted to understand between which groups the significant difference was between, it was seen that there was a significant difference between Fenerbahçe and Trabzonspor supporters in the mean of the SIO scale and in the sub-dimension of strategies to facilitate the acceptance of sports innovation in clubs, and between Fenerbahçe and other team supporters in the sub-dimension of sports innovation in clubs. Accordingly, it can be said that Fenerbahçe Club's innovation approaches are well received by the fans.

Table 4

ANOVA Test Results of Sports Team Evangelism Scale Scores Depending on the Year of Supporting the Team

Dependent Variable	Support Year	M	SD	F	p	Tukey and Scheffe
STEO	1-10 years	3.16	1.005	6.025	.001*	1-2
	11-20 years	3.65	.864			
	21-30 years	3.43	1.049			
	31 and more years	3.54	.744			
Advocate	1-10 years	3.43	1.044	4.242	.006*	1-2
	11-20 years	3.87	.982			

	21-30 years	3.73	1.017			
	31 and more years	3.62	.757			
Advertisement	1-10 years	2.92	1.195	7.106	.000**	1-2-4
	11-20 years	3.55	1.114			
	21-30 years	3.33	1.388			
	31 and more years	3.69	.950			
Provocation	1-10 years	3.13	1.196	1.426	.235	
	11-20 years	3.38	1.070			
	21-30 years	3.10	1.284			
	31 and more years	3.39	1.021			
Assimilate	1-10 years	3.29	1.072	8.426	.000**	1-2
	11-20 years	3.93	1.062			
	21-30 years	3.69	.997			
	31 and more years	3.38	.858			

*(p<0.05) **(p<0.01)

Table 4 shows the results of ANOVA analysis of STEO and its sub-dimensions depending on the years of supporting their teams. Accordingly, it was determined that there were statistically significant differences in the sub-dimensions of advocate (p<0.05), advertisement and assimilation (p<0.01) and STEO scale total (p<0.05). As a result of the Tukey and Scheffe tests conducted to determine between which groups the significant difference was between, it was understood that the STEO scale average was between those who supported their teams for 1-10 years and those who supported their teams for 11-20 years in the sub-dimensions of lawyer and assimilate, and between those who supported their teams for 1-10 years, those who supported their teams for 11-20 years and those who supported their teams for 31 and more years in the advertising sub-dimension.

Table 5

Correlation Analysis Results between Evangelism and its Sub-Dimensions and Innovation in Sport

	Advocate	Advertisement	Provocation	Assimilate	STEO	SİO
Advocate	1	.710**	.546**	.660**	.852**	.575**
Advertisement		1	.567**	.702**	.911**	.589**
Provocation			1	.553**	.787**	.545**
Assimilate				1	.825**	.633**
STEO					1	.683**
SİO						1

** p<0.01 N:325

Table 5 shows the results of the correlation analysis between the Sports Team Evangelism Scale and its sub-dimensions and the Innovation in Sports Scale. Accordingly, it is understood that there is a significant positive correlation between STEO scale and its sub-dimensions and SIO (p<0.01). In this case, it can be said that the high level of evangelism of the fans causes them to look positively at the innovative approaches in their clubs.

Table 6

Regression Analysis Results on the Effect of Supported Team, Number of Years of Support and Evangelism Levels on Innovation

		R ²	ΔR ²	B	t	F
Model 1	How many years have you been supporting your team?	.042	.036	.143	2.633	7.048*
	Which team do you support?			-.094	-2.448	
Model 2	How many years have you been supporting your team?	.474	.469	.059	1.458	96.234**
	Which team do you support?			-.041	-1.436	
	Evangelizm			.593	16.221	

*p<.005 **p<.001 N:325

Table 6 presents the regression analysis results regarding the innovation levels of fan clubs. In Model 1, the explanation of which team the participants are supporters of and how many years they have been supporting their teams on the innovation levels of the teams was examined and this rate remained at 4%. In addition, there was a significant positive interaction between innovation levels and the number of years they have been supporting their teams, and a significant negative interaction with which team they support. In Model 2, it was tried to reveal the explanatory power of these two variables together with the level of efangelism on innovation perceptions. It is understood that there is a significant and strong positive interaction between the efangelism and innovation levels of the participants. In addition, it was determined that Model 2 explained approximately 47% of the participants' perception of innovation.

Discussion

Football can be said to be the most popular sports branch in the world today. The biggest reason for this situation is related to the fans that football clubs have. In fact, the more fans a football club has in the world, the more popular it is and this popularity returns to the club as different sources of income such as ticket sales, sales of uniforms and other products, TV and sponsorship revenues (Sutton et al., 1997). From this perspective, football creates a competitive environment between clubs and clubs have to innovate and encourage innovation (Radaelli et al., 2018). For this reason, innovation affects fans' satisfaction with their clubs (Brown, 1998).

When the hypotheses are evaluated, it is concluded that there is a difference in the innovation perceptions of the fans according to the difference in the supported club and the supported year, that the differences in the level of Turkish fans' fandom, the team they support and the years of their fandom have an explanatory effect on the innovation approaches of the clubs, and that there is a

significant positive relationship between innovation and evangelism levels. In this context, it was seen that the hypotheses were confirmed.

In this study, the relationship between the evangelism (eFANgelism) levels of football fans in Turkey and their perspectives on the innovative approaches of their clubs was tried to be addressed. Firstly, the reliability analysis of the scales used in the study was performed (Table 2) and then the differences between the teams that the fans support and their innovation approaches were tried to be revealed (Table 3). In the next analysis, the differences between fans' years of supporting their teams and their evangelism levels were revealed (Table 4). Then, the relationship between the evangelism levels of the fans and the innovation approaches of their clubs was analyzed (Table 5) and finally, the effects of the team they support, the years of support and the evangelism levels on the innovation approaches of the clubs were evaluated (Table 6).

When the differences between the clubs that the fans support and their innovation approaches are analyzed, it is understood that there are significant differences between Fenerbahçe fans and the fans of other clubs. Accordingly, it can be said that Fenerbahçe fans are more satisfied with the innovative actions of their clubs compared to others. Winand et.al. (2021), in his study on football fans and innovation, stated that the identification of fans with their clubs is effective on their perceptions of innovation and that fans who identify with their clubs are not satisfied with practices such as VAR. Unlike our study, this study is on product innovation used in organizations, which is thought to be the reason for this difference. In fact, Kandaz-Gelen et al. (2022) conducted a study on the evangelism levels of university students and found that the evangelism levels of Beşiktaş football fans were higher than the others (Galatasaray, Fenerbahçe, Trabzonspor and other teams). Accordingly, it can be said that Beşiktaş fans identify with their club more than others. Similarly, in a study conducted by Yüzgenç et al. (2022) on fans, it was found that Beşiktaş fans had higher levels of evangelism compared to others. However, in our study, there is no result that Beşiktaş fans are dissatisfied with the innovation approaches of their clubs. This situation is thought to be due to the difference in sampling or the sportive success of the clubs at the time of the studies. Apart from this, the source of sports innovation is not only technological products, but also the cultural influence of the clubs on the perception of innovation (Hyysalo, 2009). In this respect, it can be said that the cultural ties of the fans who make up the sample groups with their clubs are also effective. When the literature is examined, there is no study that directly reflects the thoughts of the fans on the innovative approaches of the clubs.

In the study, when the evangelism levels of the fans depending on the years of supporting their teams were analyzed, it was observed that those who have been supporting their teams for 11-20 years

exhibited a more evangelistic approach than the others. It is thought that this situation is related to the age range of the fans and that those who have been supporting for 11-20 years are younger, go to more matches and therefore feel a sense of belonging more. Eime et al. (2016) also stated in their study that the age of participation in sports is between 14-29 years old. In this respect, it can be said that it is similar to our study. In the study conducted by Küçükibiş and Yurtsızoğlu (2019) on high school students, no significant difference was found between evangelist levels depending on age and class variables. It can be said that the age groups in this study were in the group that supported the team between 1-10 years, which we made as the year of support. In our study, this group was found to have the lowest evangelist levels and in this respect, it is similar to our study.

In the study, it was observed that there is a significant positive relationship between the evangelism levels of the fans and their satisfaction with the innovation approaches of their clubs. At the same time, it is understood that the evangelism levels of the fans positively affect innovation. In this case, it can be said that the innovative approaches of the clubs affect the evangelism levels of the fans. In the study conducted by Göktaş and Tarakçı (2020) on the effect of evangelism in terms of purchasing fan products, it was concluded that evangelism has a positive effect on addiction, intention and recommendation to purchase fan products. In this context, it is thought that the innovative actions that the clubs will put forward in order to increase their revenues are thought to show that they are reciprocated depending on the evangelism levels of the fans. In fact, the main objective of innovation approaches in the sports sector is to create new ideas and knowledge about products, services or technologies that can attract sports consumers and provide a competitive advantage in the market (Potts and Ratten, 2016; Tjønnedal, 2017; Yoshida and Nakazawa, 2016). In short, it can be said that the best market for clubs is the fans at the level of eFANGELISM. In this respect, it is thought that the study is similar to our study.

Conclusion

As a result of the study, it was observed that there were significant differences between fans' favorite team, clubs' innovation approaches and years of support and evangelism levels. Accordingly, it is understood that Fenerbahçe fans are more satisfied with the innovation approaches of their clubs than others, and those who support their teams between 11-20 years have higher levels of evangelism (eFANGELISM) than others. In addition, there is a significant positive relationship between the evangelism levels of the fans and the innovation approaches of the clubs. Finally, it has been determined that the evangelism levels of the fans have a positive effect on the innovation approach of the clubs. In other words, the high level of evangelism of fans brings with it the expectation from their clubs to increase innovative approaches. The innovative arrangements to be made by the clubs

together with the developing technology will also increase the loyalty of the fans to their clubs and help them to get more share from the market. Since this study was limited to football fans, it is recommended to evaluate it with different branches and sample groups.

Ethics Committee Permission Information

Ethics review board: Bandırma Onyedi Eylül University Social and Human Sciences Ethics Committee

Date of the ethical assessment document: 27/03/2023

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Declaration of Contribution Rates of Researchers

Both authors contributed equally to all stages of the study.

Conflict Statement

The author/authors do not have a conflict statement regarding the research.

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