Analysis of official internet sites of sport clubs in terms of social media and marketing communication: a study on turkish and german sport clubs

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Abstract

Becoming widespread of internet use, advantages web has, compared to traditional environment, and purchaser tendencies in marketing communication have made web sites a potential social media communication and marketing tool for sport clubs. The main aim of this study is to evaluate official internet sites of soccer clubs of Super League İlhan Cavcav Season and Bundesliga in Germany in terms of social media communication and marketing communication and reveal the similarity and difference between both league by means of content analysis method. Internet site of a total of 36 sport clubs in both leagues were evaluated. During analysis of the data, MAXQDA qualitative data analysis software was used. According to the results of the study, while social network applications (Facebook, Twitter, etc.) in the official web sites of Turkey and Germany sport clubs show similarity, instant messaging applications (Snapchat), documents follow system (subscribe to RSS) and motion videos (Giphy) or blog accessing tools were seen to be given place in German clubs. In large majority of German clubs, while official internet sites include multiple language options, in Turkey, there is multiple language option in the internet site of a few number of clubs. In addition, Turkish sport clubs use marketing communication channels in similar to traditional marketing activities, and there are differences between the clubs taking place in both leagues in terms of the use of direct communication with customers through these channels (answering the questions about, comments about product, etc.), direct marketing (information about filtering detail, cargo information, safe payment, order follow, and product return), and sale development (favorite/ the most sold product, personal product design, seasonal opportunities, etc.).

Keywords: Internet sites, sports marketing, social media, sport clubs

INTRODUCTION

Especially in the recent years, together with the increase of internet users of consumers and, depending on this, the time spent in social media, social media has become an important brand communication channel in terms of brands (15). Thanks to blogs, microblogs, social networks, and forums, put in order as social media channels, brands can call out to its purchasers through many channels. Together with the emergence of social media, the institutional internet sites of clubs are also used as either marketing or social media communication tool. Depending on reflection of all these developments to Turkey as in all over the world, they have effects on communication technologies, in which there is especially soccer. Argan and Katırcı (1) suggested that sport marketing underwent to change and, thanks to this change, it enabled the supporter to be more interactive. The social media studies carried out

showed that social media users very intensively interested in soccer. In the studies carried out in the world and Turkey, it emerged that soccer competitions were followed in a serious rate through social media platforms. In the study carried out by Somera, it was reported that in World Cup Tournament, organized in Brazil, 524,483 Brazilian social media users followed World Cup [competitions] from social media, writing 1,329,402 messages (7).

Nowadays, as in many sectors, one of the important elements, in which soccer clubs can also provide supporter and marketing communication, is internet. Based on that sports become a global product, the importance of internet has increased and internet use of sport clubs has increased, depending on this. Certainly, as in the other sectors, the communication of soccer clubs with supporter groups from every aspect depends on their effectively using social media. Hall et al (10), for

making an effective communication with sport organizations and supporters, emphasizing the obligation to continuously develop new ways, stated that internet would play the most vital role in these ways. Clubs, thanks to their institutional web sites, just as they can provide the communication of supporter with club in maximum degree, can find opportunity to more effectively publicize the licensed products belonging to club.

Club sites and social media tools have become the fastest growing areas, in which sport broadcastings and marketing are made (16). Sport clubs and soccer players, also utilizing the features of social media, make communication with supporters (6). Especially Facebook and Twitter make effective the communication between athletes, sport clubs, and supporters. In addition, while the importance of these social sharing sites is emphasized in terms of sport marketing efforts, it is stated that they have importance in terms of possibility of athletes to express their emotions and personal lives (18). But in the year 2010, it was seen that in a conference held by Association of Sport Marketing, using social networks as advertisement tool disturbs these supporters of interest, therefore, that while sport clubs were using this social network, it is stated that they have to be careful about how many messages will send to their supporters (12). Hence, while social media is used in the studies of sport marketing, it is necessary to pay attention that target mass should not be subjected to the intensive information and advertisement in a disturbing dimension.

Social media is an alternative way of making communication with supporters and enables the relationships to be stronger and interactive (22). According to the study carried out by Broughton (5), social media has an important role in making communication with passionate young supporters. According to the results of the study, thanks to social media, supporters are more interested in leagues and come together with sponsors in more than one points. In addition, social media presents opportunities such as product publicizing, giving information about activities, and selling ticket to sport organizations (11). According to the study Williams and Chinn (22), social media tools can be effectively used with the principle to make sound the relationships with supporters. Effectively use of relational marketing dynamics in social media will make strong the relationships with supporters and

increase the loyalty of supporters to the team. Also, with the activities sometimes to be organized, the sale of licensed product can be made, and clubs will be able to obtain extra income.

Social media tools takes place as an opportunity for marketing, public relations, and the other managerial applications toward supporters of sport clubs. The clubs well evaluating this opportunity is expected to step forward. In addition, with the development of Web 2.0 technology, internet media both increased the number of user and transformed into a large power because it enabled users to produce content and share it. Sport marketers, noticing the effects of social media and Web 2.0 in their own areas, are used for being able to make stronger communication with supporters and consumers (9, 22). As a result of this, the use of social media by sport clubs and athletes has rapidly increased. According to the study, carried out by Watkins (21), supporters follow the clubs in social media for identifying their social identities and developing and satisfying their supporter identities. In addition, social media enables to be able make a strong brand relationship between sport clubs and their supporters and increases brand value. Social media tools that are new communication channel presents opportunities to sport clubs and especially soccer clubs. These opportunities are not only limited with athletes and sport clubs but also brands and sponsors consider this new communication area (14).

In the direction of the importance of marketing communication, it is necessary to plan and manage each of communication tools for sport product for taking support from sports. Therefore, first of all, there is a need for analyzing sport consumer. Through these sites, the information can be obtained about average demographic characteristics of the users accessing to web page of interest (4). Thanks to this, it can be possible to obtain a comprehensive database about millions of people, who are member of webpage of sport club under consideration. Hence, if any sport club wants to reach its target mass and form marketing studies, these lists become biggest helper of it (3). In this sense, it is seen that the clearest and most remarkable benefit of internet is interested in the level and width of the content it presents. Delpy and Basetti focused on the use of internet in their marketing studies. At this point, it is suggested that internet has a considerable effect on ticket sales, sport events, sponsorship activities,

market research, sport tourism, sport products, and sport marketing activities in marketing efforts. It is seen that Duncon and Campell utter that internet presents benefits such as providing customer service, receiving advertisement of web site and advertising club, creating distribution channel, forming communication network, presenting entertainment opportunity at low cost and providing management of information system in terms of sport clubs (3).

Hence, when considered that many customers of sport market are loyal to their own sport clubs at high level and ready for consumption, it can be said that internet has a strategic importance in terms of either its developing interactive communication and sales or giving opportunity to be able to update the information toward consumers (6).

As a result, that soccer clubs are able to survive depends on their communications with their own groups of supporter. An important element in making communication between sport clubs and their supporters is official internet sites of the clubs. Internet sites of clubs present significant advantages in communication with club supporter and ticket, which is marketing product of the club, for the sale of licensed products. When social media networks and web sites of clubs provide to have a voice in marketing efforts, on the other hand, they present the opportunity to better know their target masses and be able to access to them with more effective marketing activities through internet. Certainly, making communication and supporter communication in web site of a club is related to the features that site incorporates. In this study, it is aimed to examine the contents of official internet sites of the Super League İlhan Cavcav Season in Turkey and Bundesliga clubs in Germany by considering certain criteria.

METHOD

The method of the study was determined as content analysis, one of the qualitative analysis methods. The reason for selecting this method is that content analysis is a method, which can be used and repeated in the analysis of both visual and written contents (17, 24). The essence of content analysis consists of classification system. Content analysis is built on classification system. The aim of content solving, beyond demonstrating whether or not the categories, on which classification system is based, are existent, is to reveal what these mean and which

weight have for general appearance. In this study, content analysis was discussed as classification in coding rule, social media platforms they use in internet site of the club (social networks), language options, online ticket and online product sale, bankcard promotion and information belonging to online product (product detail, and cargo detail information, filtering, being able to design product, product classification).

Study processes consist of three stages. In the first stage, the websites of the clubs in the scope of study were reached. In the second stage, determining assessment features, coding criteria were identified. In the last stage, transferring the data obtained to MAXQDA data analysis, they were coded. Before analyzing, the specialists on site designs were interviewed with and their views were taken into consideration.

In this study, as a sample, in the season 2017-2018, the internet (web) site content of Turkey (Super league İlhan Cavcav) and Germany (Bundesliga) league clubs was subjected to the analysis. The analysis of internet sites of a total of 36 clubs from both league that are subject of the study was carried out by examining between August 2017 and December. For being able to make content analysis of the features determined, classifying the features researched, only text, video, or photograph (picture) were collected in MAXQDA Qualitative Data Analysis Program.

RESULTS

In this study, in which institutional internet sites of Turkey (Super League İlhan Cavcav) and Germany (Bundesliga) clubs are examined in the direction of the aim of the study, the analyses of club pages are presented in the following tables. Themes signed plus (+) stated in the table indicate the elements that are present in internet sites of the clubs, while the themes signed minus (-) indicate the elements that are not present.

Table 1. Institutional internet site of Turkish clubs: Social networks and interactive communication tools

	Facebook	Twitter	İnstagram	Google+	YouTube	Pinterest	Dugout	Foursquare	Vine	SnapChat	Giphy	WhatsApp	Subscribe to RSS	SoundCloud	WeChat
Galatasaray SC	+	+	+	+	+	+	+	-	-	-	-	-	-	-	-
Başakşehir SC	+	+	+	+	+	-	-	-	-	-	-	-	-	-	-
Fenerbahçe SC	+	+	+	+	+	-	-	+	-	-	-	-	-	-	-
Beşiktaş SC	+	+	+	+	+	-	-	-	-	-	-	-	+	-	-
Trabzon SC	+	+	+	-	+	-	-	-	-	-	-	-	+	-	-
Kayseri SC	+	+	-	-	-	-	-	-	-	-	-	-	-	-	-
Göztepe SC	+	+	+	-	+	-	-	-	-	-	-	-	-	-	-
Sivas SC	+	+	+	-	+	-	-	-	-	-	-	-	-	-	-
Bursa SC	+	+	-	+	+	-	-	-	-	-	-	-	-	-	-
Yeni Malatya SC	+	+	+	+	+	-	-	-	-	-	-	-	-	-	-
Kasımpaşa SC	+	+	+	-	+	-	-	-	-	-	-	-	-	-	-
Akhisar SC	+	+	+	-	+	-	-	-	-	-	-	-	-	-	-
Alanya SC	+	+	+	+	+	-	-	-	-	-	-	-	-	-	-
Osmanlı SC	+	+	+	-	+	+	-	-	-	-	-	-	+	-	-
Gençlerbirliği SC	+	+	+	-	+	-	-	-	-	-	-	-	+	-	-
Antalya SC	+	+	+	-	-	-	-	-	-	-	-	-	-	-	-
Konya SC	+	+	+	-	+	-	-	-	-	-	-	-	-	-	-
Karabük SC	+	+	+	-	-	-	-	-	+	-	-	-	-	-	-
Total	**18**	**18**	**17**	**7**	**15**	**2**	**1**	**1**	**1**	**-**	**-**	**-**	**4**	**-**	**-**
SC: Sports Club															

In Table 1, when institutional internet site of Turkish clubs is examined in terms of social networks and interactive communication tools, it is seen that Facebook and Twitter take place as social communication tool; that this is followed by Instagram, and that they mostly use YouTube video sharing site, one of visual- focused social media sharing sites, in club pages. In institutional internet sites of Turkish clubs are not given place to visual developing and creating tools such as SnapChat, Giphy, WhatsApp, SoundCloud and WeChat or blog accessing tools.

Table 2. Institutional internet site German clubs: Social networks and interactive communication tools

	Facebook	Twitter	İnstagram	Google+	YouTube	Pinterest	Dugout	Foursquare	Vine	SnapChat	Giphy	WhatsApp	Subscribe to RSS	SoundCloud	WeChat
Bayern Münih	+	+	+	+	+	-	+	-	-	+	-	-	-	-	-
Bayer Leverkuzen	+	+	+	+	+	-	-	-	-	+	-	-	-	-	-
Schalke 04	+	+	+	-	+	-	-	-	-	-	-	-	-	-	-
Eintracht Frankfurt	+	+	+	+	+	-	-	-	-	-	-	-	+	-	-
RB Leipzig	+	+	+	+	+	-	-	-	-	-	-	-	+	-	-
Borussia Dortmund	+	+	+	-	-	-	-	-	-	-	-	-	-	-	-
Monchengladbach	+	+	+	+	+	-	-	-	-	-	-	-	-	-	-
FC Augsburg	+	+	+	+	+	-	-	-	-	-	-	-	-	-	-
Hoffenheim	+	+	+	+	+	-	-	-	-	+	+	+	-	-	-
Hannover 96	+	+	+	-	-	-	-	-	-	-	-	-	-	-	-
Hertha Berlin	+	+	+	-	+	-	-	-	-	-	-	-	+	-	-
Freiburg	+	+	+	+	+	-	-	-	-	-	-	-	-	-	-
Wolfsburg	+	+	+	+	-	-	-	-	-	-	-	-	-	-	-

VfB Stuttgart	+	+	+	+	+	-	-	-	-	-	-	-	+	-	-
Mainz 05	+	+	+	-	+	-	-	-	-	-	-	-	+	-	-
Werder Bremen	+	+	+	+	+	-	-	-	-	-	-	-	-	-	-
Hamburg	+	+	+	-	+	-	-	-	-	-	-	-	-	-	-
Köln	+	+	+	+	+	-	-	-	-	+	-	-	-	+	+
Total	**18**	**18**	**18**	**12**	**15**	**0**	**1**	**0**	**0**	**4**	**1**	**1**	**4**	**1**	**1**

In Table 2, when institutional internet site of German clubs is examined in terms of social networks and interactive communication tools, it is seen that Facebook, Twitter and Instagram take place as social communication tool in all teams; that this is followed by YouTube video sharing site and Google (+) friendship site, which has features similar to Facebook. It was also seen that in institutional internet site of German clubs, in addition, instant messaging applications, (snapchat), document following system (subscribe to RSS) and motion videos (giphy), or blog accessing tools were given place but not much.

Table 3 Institutional internet site of Turkish clubs: Multiple language option

	English	French	Arabic
Galatasaray SC	+	+	-
Başakşehir SC	-	-	-
Fenerbahçe SC	+	-	-
Beşiktaş SC	+	-	+
Trabzon SC	+	-	-
Kayseri SC	-	-	-
Göztepe SC	-	-	-
Sivas SC	-	-	-
Bursa SC	+	-	-
Yeni Malatya SC	-	-	-
Kasımpaşa SC	+	-	-
Akhisar SC	-	-	-
Alanya SC	-	-	-
Osmanlı SC	+	-	-
Gençlerbirliği SC	-	-	-
Antalya SC	-	-	-
Konya SC	-	-	-
Karabük SC	-	-	-
Total	**7**	**1**	**1**
SC: Sports Club			

As seen in Table 3, when that multiple language option takes place in the institutional internet sites of Turkish clubs is examined, while there is the option of English language in seven sport clubs; in two of these, there are language options more than one in French (Galatasaray) and Arabic languages (Beşiktaş) other than English.

Table 4. Institutional internet site of German clubs: Multiple language option

	English	Spanish	Chinese	Japanese	Russian	Arabic	French	Korean	Dutch
Bayern München	+	+	+	+	+	+	-	-	-
Bayer Leverkuzen	+	+	-	-	-	-	-	-	-
Schalke 04	+	-	+	+	+	-	-	-	-
Eintracht Frankfurt	+	-	-	+	-	-	-	-	-
RB Leipzig	+	-	-	-	-	-	+	-	-
Borussia Dortmund	+	+	+	+	-	-	+	-	-
Monchengladbach	+	+	-	+	-	-	-	+	+
FC Augsburg	+	-	-	+	-	-	-	+	-

Hoffenheim	+	-	-	-	-	-	-	-	-
Hannover 96	+	-	-	-	-	-	-	-	-
Hertha Berlin	+	-	-	-	-	-	-	-	-
Freiburg	+	-	-	-	-	-	+	-	-
Wolfsburg	+	-	+	-	-	-	-	-	-
VfB Stuttgart	+	-	-	-	-	-	-	-	-
Mainz 05	+	-	-	-	-	-	-	-	-
Werder Bremen	+	-	-	-	-	-	-	-	-
Hamburg	+	-	-	-	-	-	-	-	-
Köln	+	-	-	-	-	-	-	-	-
Total	**18**	**3**	**4**	**6**	**2**	**1**	**3**	**2**	**1**

As seen in Table 3, when that multiple language option takes place is examined in institutional internet sites of German clubs, there is English language option for all clubs. In ten of German Bundesliga clubs, other than English language option (together with German), there are three or more language options. Bayern München, Borussia Dortmund, Monchengladbach and Schalke 04 are the clubs having the most language option their institutional internet sites.

Table 5. Institutional internet site of Turkish clubs: Marketing activities

	Licensed Products			Information belonging to product				
	Online Ticket	Online Store	Credit Card Promotion	Product Detail	Cargo Detail	Product Filters	Product Design	Product Classification
Galatasaray SC	+	+	+	-	-	+	+	+
Başakşehir SC	-	-	-	-	-	-	-	-
Fenerbahçe SC	+	+	+	+	+	+	-	+
Beşiktaş SC	+	+	+	-	+	+	+	+
Trabzon SC	+	+	+	-	-	+	-	+
Kayseri SC	+	-	-	-	-	-	-	-
Göztepe SC	-	-	+	-	-	-	-	-
Sivas SC	-	+	-	-	+	+	-	+
Bursa SC	+	+	-	-	-	+	+	+
Yeni Malatya SC	+	-	-	-	-	-	-	-
Kasımpaşa SC	-	-	-	-	-	-	-	-
Akhisar SC	+	-	-	-	-	-	-	-
Alanya SC	-	-	-	-	-	-	-	-
Osmanlı SC	-	-	-	-	-	-	-	-
Gençlerbirliği SC	-	-	-	-	-	-	-	-
Antalya SC	+	+	-	-	+	-	-	+
Konya SC	+	+	-	-	-	+	-	+
Karabük SC	+	-	-	-	-	-	-	-
Total	**11**	**8**	**5**	**1**	**4**	**7**	**3**	**8**

As seen in Table 5, when that online tickets take place in Turkish clubs institutional internet sites is examined, in internet sites of seven clubs (Başakşehir, Göztepe, Sivasspor, Kasımpaşa, Alanyaspor, Osmanlıspor and Gençlerbirliğ), the sale of online ticket was not given place. While eight clubs (Galatasaray, Fenerbahçe, Beşiktaş, Trabzonspor, Sivasspor, Bursaspor, Antalyaspor and Konyaspor) give place to online product sale, only eight clubs give place product classification in internet site of it and only Fenerbahçe sports club gave place in internet site. While internet sites of seven clubs use product filtering, product design

can be made in internet site of only three clubs. Cargo detail is shown by internet site of four clubs.

Five clubs gave place credit card promotions in their internet sites.

Table 6. Institutional internet site of German Clubs: Marketing Activities

	Licensed Products			Information Belonging to Product				
	Online Ticket	Online Store	Credit Card Promotion	Product Detail	Cargo Detail	Product Filters	Product Design	Product Classification
Bayern Münih	+	+	+	+	+	+	-	+
Bayer Leverkuzen	+	+	+	+	+	+	-	+
Schalke 04	+	+	-	+	+	+	-	+
Eintracht Frankfurt	+	+	-	+	+	+	-	+
RB Leipzig	+	+	-	+	+	+	-	+
Borussia Dortmund	+	+	-	+	+	+	+	+
Monchengladbach	+	+	+	+	+	+	+	+
FC Augsburg	+	+	-	+	-	-	+	+
Hoffenheim	+	+	-	+	-	-	+	+
Hannover 96	+	+	-	+	+	+	-	+
Hertha Berlin	+	+	-	-	-	-	-	+
Freiburg	+	+	-	+	+	+	+	+
Wolfsburg	+	+	-	+	+	+	+	+
VfB Stuttgart	+	+	-	+	+	-	+	+
Mainz 05	+	+	-	+	-	+	+	+
Werder Bremen	+	+	-	+	-	+	+	+
Hamburg	+	+	-	-	+	+	-	+
Köln	+	+	-	+	+	+	-	+
Total	**18**	**18**	**3**	**16**	**13**	**14**	**9**	**18**

As seen in Table 6, when the online ticket and online store activities taking place in institutional internet site of German clubs are examined, it is seen that all of these activities are carried out in all German clubs. Again, while product classification takes place in all internet sites of these clubs, product detail is not present in internet sites of only two clubs (Hertha Berlin, and Hamburg) and product filtering, in internet sites of four clubs (FC Augsburg, Hoffenheim, Hertha Berlin and VfB Stuttgart). Product design can be made in internet sites of nine clubs. Cargo detail is shown in internet sites of thirteen clubs. Three clubs give place credit card promotion in their sites.

DISCUSSION AND CONCLUSION

Nowadays, clubs have obtained the opportunity to be able to be closer and reach to their supporters. Institutional internet sites of clubs are actively shaped and take advantage about all activities, publicity, marketing and communication efforts of the club, While online ticket sale can be made through institutional sites based on visual ground, they can publicize their products and services and, besides this, can present direct solutions without intermediary to the questions, suggestions, expectations, desire, constraint or problems of the supporters related to the products and services.

The first of study results emerging based on content analysis for identifying the information belonging to social media platforms (social networks), language options, online ticket and product sale, bankcard promotion and online products Turkey (Super League İlhan Cavcav) and Germany League (Bundesliga) clubs use in their internet sites is that Super League İlhan Cavcav and Bundesliga clubs mostly use Facebook, Twitter and Instagram, among "social media" channels. In Turkey League, while a few number of soccer clubs give place the tools of visual developing and creating or blog accessing, it is seen that instant messaging applications (snapchats), document follow system (subscribe to RSS) and flattening visuals (giphy) or blog accessing tools are given place but not much in German clubs. Youtube, visual focused social media video sharing site, is given place mostly and equally in internet site of both club. In the world, social networks such as Facebook, Twitter, YouTube, MySpace, Instagram etc. are mostly used. In respect of January 2017, Facebook became the first social network exceeding 1 million of recorded account. Instagram, which is a photograph sharing application and takes place in 6th order, has an active account more than 600 million. Twitter taking place in 10th order has accounts more than 300 million (25). In Turkey, in respect of third and fourth quarters of the year 2016, the most popular social network as social network penetration is Youtube with the use rate of 57%. This is followed by Facebook, İnstagram and Twitter in order (19). The reflection of these statistics related to general users also similarly showed itself as social media tools sport clubs use the most. In digital

sport media prepared by Perform Group, it was reported that 55% of Turkey population learnt the scores of soccer matches with the messages and videos coming through Facebook and Twitter (13). Atalı and Çoknaz (2) studying the activities of sport clubs being in active Sport Toto Super League in Facebook, a social media platfor, explained that supporter demands, technological developments, reaching supporters, and communication factors played important role in deciding of soccer clubs to take place in Facebook applications. Social media networks present an opportunity to the supporters of soccer clubs for marketing, public relationship, and the other managerial applications. The clubs well evaluating this opportunity is expected to come forward in competition (13).

While English language option takes place in internet sites of all Germany league clubs about "different language options", which can be deemed as one of preconditions of being able to shown itself in international sport market, the second one of the study results is that in internet sites of Turkey league, there are English language option in only seven sport clubs. In Turkey, in only two sport clubs, there are more than one language options other than English as Arabic (Beşiktaş) and French (Galatasaray) languages. In German league, in internet sites of ten clubs, English language option (Together with German), three or more language option were given place. In the institutional internet sites of Bayern Münih, Borussia Dortmund, Monchengladbach and Schalke 04 clubs, German league clubs are the ones having the most language

option. This case can arise from that the most of Turkey league clubs do not take place in

international organizations and do not pay attention to international information.

In this study, as marketing activity of sport clubs in internet sites, when "online ticket sale", "licensed products", and "detailed information about these products" are examined, while eleven clubs make online ticket sale in internet sites of Turkey league clubs, online ticket sale is made in all of internet sites of German League clubs. In specific to Turkish clubs, while intermediary (pasolig.com.tr), is used. German clubs directly make sale from their own pages. Ekmekçi et al (8), in the study they carried out on super league teams, identified that in similar way, eight teams of super leagues made the product and ticket sale through sites. Çavuşoğlu et al (6), in the study they carried out related to that the sport clubs having the most championship in the last ten year in Turkey and United Kingdom use internet in marketing studies, while intermediary in specific to Turkish clubs is used in related to ticket sales, the clubs of United Kingdom stated that they directly made sale from their own pages.

In internet sites of Turkey league clubs, while eight clubs (Galatasaray, Fenerbahçe, Beşiktaş, Trabzonspor, Sivasspor, Bursaspor, Antalyaspor ve Konyaspor) make online product sale, in all internet sites of the clubs related to Germany, clubs make the sale of their own products through internet site. In internet sites of Turkey league clubs, eight clubs give "product classification" and only Fenerbahçe sport club presents "product detail". In internet sites

of German league clubs, while the option of "product classification" in all clubs, sixteen sport clubs gives the option of "product detail". In internet sites of Turkish league clubs, while seven clubs use "product filtering" in their sites, only three clubs can make "being able to design" in internet site. In internet sites of German league clubs, while fourteen clubs use "product filtering", nine clubs make "being able to design" used in internet site. In internet sites of Turkey league clubs, while four clubs show "cargo detail" after product sale, thirteen clubs in German League show it internet sites. This case reveals that the clubs taking place in Turkey Super league do not effectively use online marketing methods or are not aware of online marketing opportunities, while German Bundesliga clubs use online marketing tool more successfully in online marketing. In the study, only Turkey league clubs more gave place "credit promotions" compared to internet sites of German League clubs. Çavuşoğlu, et al (6) reached similar results in comparative analysis on a different league. They reached the conclusion that sport clubs of United Kingdom league were more successful in the use of either marketing or social media. Yıldız and Özsoy (23), in the study they carried out, examined official internet sites of the clubs in Sport Toto Super league and observed that clubs had active internet sites. However, it was concluded that sites did not have sufficient level and infrastructure in terms of marketing.

When the study results are generally evaluated, it was identified that both league clubs had similar features in terms of social networks and interactive communication tools. But when

marketing activities are evaluated in terms of all criteria [online ticket/product sale and information belonging to online products (product detail, product filtering, being able to design product, product classification and cargo detail information) and bankcard promotion], in internet sites of Germany Bundesliga clubs, it is seen that more features were taken place compared to the clubs of Turkey Super League İlhan Cavcav season and they are unsuccessful in terms of online marketing. That internet page does not have interactive product features (product detail, product filtering, being able to design product, product classification) in online marketing should be accepted as a disadvantage in terms of the existing and potential products and this is the leading feature that is necessary to be changed. For, that sports clubs being in active in sport sector can survive depends on the communication they make with their own supporter groups and at international level. Clubs especially use internet media for product sale and not only present soccer that is the main product to the global market but also their licensed side products. The giant clubs of Europe work as if they are company and develop new marketing strategies to be able address to global market (20). In this case, online marketing strategies (product design, product campaigns/seasonal opportunity, product return, questions and comments about product, cross promotion, membership discount, safe payment option) taking place in the sites using online marketing and internet sites of the clubs of German Bundesliga clubs are suggested to take place in institutional internet sites of Turkey super league clubs.

On the other hand, one of the important results of the study is that language options presented in the clubs of Turkey Super League İlhan Cavcav season. In order to be able to show both national and international publicity, it is necessary for Turkey Super League team's tom give place at least English language option and especially clubs taking place in international organizations to increase their language options. In addition, this case can affect the access of potential foreign club shareholders of the clubs processing in stock market and the relationships of foreign investors in negative direction. Also considering international possible successes in the future, it is necessary to update language option in such a way that it will contain at least four different languages and then to develop it.

There are also some limitations of the study. As in all other studies mentioning about assessing internet site contents, this study also has an important risk in respect of continuously changing and updated structure of internet sites. The data collected in the scope of the study, in case that a few soccer clubs given place in the study change their web sites or update, have the possibility to loss their validity and reliability feature. Another limitation of the study emerges in determining assessment criteria. The use of internet technology that continuously develops can present the different features every passing days to the users or can be customized by the users. These change that cannot be predict have the risk to be able to change the existent results of the study. For this case to be able to prevent as much as possible, web sites of soccer clubs were revived at the end of the study.

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