

(Influence factors that affecting Television consumption of football for university students)

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Introduction and problem of the research:

With the beginning of the twentieth century, the term “consumption” had spread widely as a result of the great development in modern lifestyle with its requirements. The great development in media technology, especially visual media, has led to a sort of communication between the media and society, so they began to be used increasingly in commercial advertisements the matter that gave the impression that consumption has become an essential part in the life of modern society. The development of human consumption has become in line with the development of modern civilization because consumption has been a main source of happiness and pleasure in present time (6, 130).

Sport is considered an important part in the culture of modern society, they both have developed together, and sport constitutes a large part of

people's thinking and interests. As a result, a group of new terms have appeared such as “sport consumer”. The growing interest in sport has increased the demand for sport as a product, accordingly, more expenses are allocated for sport either for practicing or watching sport events (3, 30). Consumption in the field of sports is divided into two parts: first, the positive consumption which means allocating money for practicing sport and this includes paying entry fees, and buying sportswear or sport equipments, second, the negative consumption which means watching athletics whether directly in stadiums or indirectly through mass media (8, 20).

Now sport is considered a huge industry and it constitute a large percentage of entertainment industry around the world, Sports and television, for example, have become permanent , each one

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tries to maximize his benefits and profits from this successful partnership. Sport, especially popular sports, constitute an attractive content for media which leads to increase in watching rates which in turn increases advertisements in television channels and definitely profits as well. On the other hand, sport institutions achieve large profits through selling the broadcasting rights of matches and sport events, and this may increase the number of sponsors and advertisers in sports field (16, 402).

A number of researches have been conducted to find out the factors that influence consumption in the sport field, and they have agreed on some cultural, economical, social and sport factors, in addition to some external or ecological factors.

Culture, with all its components, constitutes a lifestyle that is common among members of society, and this is reflected through common traditions, language, religion, manners and behavior (7, 62). The society's culture affects its consumption behavior, the popularity of a certain sport, as

example, is considered a component of the culture of a specific society, especially when great achievements can be done through this sport, that can dominate the interest of mass media as a result (18, 80).

Economical factors influence sports consumption greatly. These factors include individual income, prices of sport products and services compared with income, percentage of unemployment, and consumption habits. This is illustrated by economic general theories that determine the factors affecting the decisions of purchasing different goods, including sports of course. The available budget affects these decisions whether in terms of the quality of product, or the consumption frequency of that product or service (21, 41).

Sport factors that affect television consumption of sports include the size of sport competition, popularity of sport, fairness among all competitors, level of sport performance, number of super stars participating in the competition, derby matches, excitement in the competition that includes uncertainty of match results, hard competition

and equal chances between different teams to win the championship or to relegate to a lower level in the competition (19, 42).

Another kind of factors that influence the television consumption of sports is the internal factors which include attitudes and tendencies formed by social factors such as the family structure and the interest in sports, peer groups, work mates, the way of spending spare time. In addition, there are some technical factors that play an important role, which include the broadcasting quality, live broadcasting, the style of presenting and commenting on sport events, and the reporter's acceptance for the audience.

The television consumption of football matches is one of the most important phenomena that can be noticed nowadays specially after the great development of modern society in the age of globalization. A large number of youths in the Egyptian society watch football matches and competition whether on the international level such as English, Spanish or Italian league, or on the national level such as Egyptian

football league. Even more, some youths have become fans of some European football teams. A number of surveys, like Roy 2004; Schumann 2005; and Schafmeister 2007, have referred to some factors that influence the television consumption of sports. As a result, this research seeks to find out the factors affecting the television consumption of football for university students as a group of Egyptian youth. Knowing such factors will enable those responsible for football broadcasting in TV channels to attract as much viewers as possible, as for athletic clubs, knowing such factors will enable them attract more fans to watch the matches on TV the matter that will lead to more profits due to raising of TV broadcasting rights, as well as the increasing demand from advertisers to sponsor the football clubs.

Literature review:

Andrew et.al. (2009) have conducted a research on the relations among viewers' motives, media consumption, and products licensed for self-defense sport competitions for professionals. The results have suggested a significant relation

among viewers' motives, media consumption, and the consumption of products licensed for such athletics among males and females.

Fedderson & Rott (2011) have conducted another research on the determinants of the demand for live TV broadcast of the national German football team. The research has analyzed 216 matches of German national team during the period from 1993 to 2008 in order to know the factors affecting success of TV broadcast of football matches. Results have shown that coaches and holidays are not significant factors that affecting demand for watching matches on TV.

Another research has been conducted by Candemir& Zalluhoglu (2012) on the factors affecting the sport-related expenses. Results have shown that there are six main factors that greatly influence the sport-related consumption: being fan of a particular team, pleasure of watching sports, belonging to a specific group of audience, benefits of practicing sports, keeping away from pressures, physical and technical level of the team.

Palanjian had conducted another research in (2012) on the factors affecting the attendance of university students and university staff for American football matches. Results have shown that there are a number of factors that affect the attendance of matches; and they include demographic factors as sex, residence, and cultural factors as religion and athletic knowledge.

Fernands et al have conducted a research in (2013) on the commitment between practicing sports and the athletic consumption behavior. The research aims at investigating the relation between practicing sports and three Kinds of consumption: frequency of athletic practice, the consumption of athletic goods, and media consumption of sports. Results have shown that the desire to participate in sports positively affects the frequency of practicing sports and buying sport equipments as well as media consumption of sports.

In (2015), Chung has conducted a research on the effects of audience's motives on watching sports on TV in

South Korea. Results have shown that the frequency and duration of watching sport events on TV in Korea are influenced by five main factors: attachment to sports, pleasure, information, sport aesthetics and indirect achievement. Having pleasure has been recorded as the most influential motive.

Konjer et al, (2015) have conducted a research on consumer's demand for broadcasting tennis matches on TV in Germany. Results have shown that viewers prefer to watch matches that include strong competition and that affect the international rank of German tennis players. The research has shown that tennis industry in Germany needs the existence of famous players to motivate audience and media companies to broadcast German tennis matches.

In 2016, Henry has conducted a research on the motivation for watching sport contents on digital devices. The research aims at exploring the factors that direct people towards athletic events on digital devices. Results have shown that there are a number of factors that influence

watching athletic events, of which the escape from daily routine is the most important.

Aim of research:

The research aims at exploring the factors that affect television consumption of football matches for university students.

Research questions

1- What are the most influence factors that affect television consumption of football matches for students of Mansoura University?

2- Are there significant differences among these factors that affect television consumption of football matches in terms of sex, residence, or faculty?

Research Procedures:

Research Method:

The researcher has used the descriptive method and survey study with its steps and procedures due to the suitability of this method to the nature of research.

Research Society:

The present society constitutes a group of university students from different theoretical and practical faculties of Mansoura University.

Research Sample:

The researcher has randomly selected a sample that included 704 students (males and females) from nine faculties in Mansoura University, four faculties are theoretical (Faculty of Education, Faculty of Law, Faculty of Commerce, and Faculty of Arts), in addition to five practical faculties (

Faculty of Medicine, Faculty of Pharmacy, Faculty of Engineering, Faculty of Agriculture, Faculty of Science). The pilot study includes 49 students (males and females), whereas the sample of basic study includes 655 students (males and females) as illustrated in table (1).

Table (1)

Illustration of research sample according to variables

| | Variables | Number | Percentage | Average | S.Deviation |
|-------|------------------|---------------|-------------------|----------------|--------------------|
| 1 | Sex | | | | |
| | Mal | 313 | 47.8 % | 1.48 | 0.50 |
| | Female | 342 | 52.2 % | | |
| Total | 655 | 100 % | | | |
| 2 | Residence | | | | |
| | Village | 295 | 45% | 1.55 | 0.49 |
| | Town | 360 | 55% | | |
| Total | 655 | 100% | | | |
| 3 | Faculty | | | | |
| | Theoretical | 373 | 56.9 % | 1.43 | 0.49 |
| | Practical | 282 | 43.1 % | | |
| Total | 655 | 100 % | | | |

Data Collection:

The researcher used questionnaire to collect data, and there were some steps have been conducted to develop this questionnaire:

- The researcher has held some interviews with different groups of students from different faculties of Mansoura University in order to find out

the factors affecting watching football matches on TV.

- The researcher has reviewed some books in the fields of administration, economy, sport marketing. He also has reviewed some researches that treat consumption, and the demand for different products, but a special attention has been paid

to researches in the sport field there results such as Schultz & Sheffer (2011), Fernandes (2013), Chung (2015), Feddersen & Rott (2011), Konjer et al (2015).

- The researcher has decided five aspects each of which includes some questions that represent most factors affecting the television consumption of football matches and they are: cultural factors, social factors, sport factors, study factors, and economic factors. A questionnaire has been developed for this purpose, the first version of the questionnaire is enclosed in appendix (1).

Pilot Study:

The researcher has conducted a pilot study on a sample of 49 students from different faculties in Mansoura University during the period from 1/3/2016 to 9/ 3/ 2016. The pilot study aims at investigating the Validity and Suitability of statements formulation for the research sample. The results have asserted Validity of the questionnaire statements and their suitability for the sample. The scientific Transactions of questionnaire Validity and reliability have been tested.

Validity of Internal Consistency:

**Table (2)
Coefficient of correlation between every statement and total grad of the axe (n. 49)**

| | Average | Standard deviation | Correlation Value | | Average | Standard deviation | Correlation Value |
|-------------------------|---------|--------------------|-------------------|-------------------------|---------|--------------------|-------------------|
| Cultural Factors | | | | Learning factors | | | |
| 1 | 2.59 | 0.64 | *0.67 | 23 | 2.20 | 0.73 | *0.62 |
| 2 | 2.55 | 0.65 | *0.56 | 24 | 2.06 | 0.80 | *0.66 |
| 3 | 2.84 | 0.43 | *0.55 | 25 | 2.20 | 0.79 | 0.26 |
| 4 | 2.16 | 0.90 | *0.71 | 26 | 2.45 | 0.68 | *0.37 |
| 5 | 2.20 | 0.71 | *0.71 | 27 | 2.24 | 0.83 | *0.58 |
| 6 | 2.65 | 0.63 | *0.51 | 28 | 1.84 | 0.87 | *0.32 |
| 7 | 2.57 | 0.61 | *0.53 | 29 | 2.24 | 0.80 | *0.61 |

Follow Table (2)

Coefficient of correlation between every statement and total grad of the axe (n. 49)

| | Average | Standard deviation | Correlation Value | | Average | Standard deviation | Correlation Value |
|-----------------------|---------|--------------------|-------------------|-------------------------|---------|--------------------|-------------------|
| Social factors | | | | Economic factors | | | |
| 8 | 2.49 | 0.65 | *0.38 | 30 | 2.14 | 0.84 | *0.48 |
| 9 | 2.45 | 0.71 | *0.35 | 31 | 2.20 | 0.76 | *0.39 |
| 10 | 2.51 | 0.68 | *0.46 | 32 | 1.88 | 0.93 | *0.41 |
| 11 | 2.67 | 0.62 | *0.62 | 33 | 2.02 | 0.85 | *0.29 |
| 12 | 2.49 | 0.71 | *0.74 | 34 | 2.20 | 0.79 | *0.41 |
| 13 | 2.33 | 0.75 | *0.59 | 35 | 1.63 | 0.70 | *0.52 |
| 14 | 2.12 | 0.75 | *0.40 | 36 | 2.04 | 0.73 | 0.22 |
| Sport factors | | | | | | | |
| 15 | 2.47 | 0.74 | *0.70 | | | | |
| 16 | 2.43 | 0.71 | *0.51 | | | | |
| 17 | 2.57 | 0.64 | *0.59 | | | | |
| 18 | 2.78 | 0.51 | *0.43 | | | | |
| 19 | 2.31 | 0.71 | *0.70 | | | | |
| 20 | 2.61 | 0.67 | *0.74 | | | | |
| 21 | 2.47 | 0.71 | *0.72 | | | | |
| 22 | 2.47 | 0.71 | *0.65 | | | | |

Table (2) illustrates a statistically significant relation between each statement and the total degree of its factor. This applies on all statements except statement no. 25 in the fourth

factor, and statement no. 36 in the fifth factor because the value of R calculated for them is less than the scheduled value at the level (0.05).

**Table (3)
Coefficient of correlation between the total grade of every axe and the total grade of the questionnaire (n. 49)**

| Factors | Cultural | Social | Sport | Learning | Economic |
|-----------------------|----------|--------|-------|----------|----------|
| Average | 2.51 | 2.44 | 2.51 | 2.18 | 2.02 |
| S. Deviation | 0.40 | 0.35 | 0.44 | 0.38 | 0.31 |
| Correlation. V | *0.81 | *0.68 | *0.83 | *0.58 | *0.32 |

Table (3) shows a statistically significant relation between the total degree of each factor and the total degree of the questionnaire, the

calculated value of R is more than the scheduled value at level (0.05) the matter that reflects the Validity of the questionnaire.

Stability: Alpha Cronbach coefficient:

Table (4)

Stability Coefficient values of the Questionnaire and its axes(n. 49)

| | Factors (Axes) | Alpha Cronbach. C |
|---|-----------------------|--------------------------|
| 1 | Cultural factors | *0.71 |
| 2 | Social | *0.55 |
| 3 | Sport | *0.79 |
| 4 | Learning | *0.53 |
| 5 | Economic | *0.51 |
| | Total Questionnaire | 0.79 * |

Table (4) shows some constant values higher than (0.05) and in the total questionnaire reached (0.79), the stability values of different factors of the questionnaire range from 0.51 to (0.79), which show the stability of the questionnaire.

The Basic Study:

After achieving the scientific transactions of Validity and Stability, the total number of questionnaire statements has reached 34 statements (appendix no. 2) after omitting statements no. 25 and 36 from the first formulation of the

questionnaire (appendix no.1). The questionnaire has been applied on the sample in the period from 25/ 3/2016 to 27/4/2016. Then the forms are collected, classified, and scheduled to be ready for statistical treatment.

Estimation levels:

The researcher has determined the shear point, the point if reached by the examined person; he would pass the questionnaire, knowing that the arithmetic averages and their percentages are the line dividing the level of answers in the research tool.

Table (5)

Levels of shear point for research sample

| | Average | Percentage | Level |
|---|----------------|-------------------|--------------|
| 1 | 1.00 : 1.66 | 33.33 : 55.33 % | Low |
| 2 | 1.67 : 2.33 | 55.67 : 77.67 % | Middle |
| 3 | 2.34 : 3.00 | 78.00 : 100.00 % | High |

Results and Discussion:

Determining percentage and influence factors. ordering the levels of most

**Table (6)
cultural factors that affecting the television consumption of
football matches**

| | Statement | Average | Standard deviation | percent | rank | level |
|---|--|----------------|---------------------------|----------------|-------------|--------------|
| 1 | My good knowledge about football | 2.35 | 0.73 | 78.33 % | 4 | High |
| 2 | Understanding rules of football | 2.31 | 0.81 | 77.00 % | 5 | Middle |
| 3 | Football is the first popular sport, it's a component of the society's culture | 2.70 | 0.60 | 90.00 % | 1 | High |
| 4 | I practice football in school since i was young | 2.03 | 0.89 | 67.67 % | 7 | Middle |
| 5 | I watch football matches on TV since childhood. | 2.17 | 0.82 | 72.33 % | 6 | Middle |
| 6 | Frequent display of football on different media | 2.52 | 0.70 | 84.00 % | 2 | High |
| 7 | Media growing interest in covering football news | 2.51 | 0.68 | 83.67 % | 3 | High |

Table (6) illustrates the three statements with (high) level, showing that the most influence statement in cultural factors is statement (no. 3) with percentage 90%, it refers to football being the first popular sport, and a component of the society's culture. On the second position comes statement (no.6) with percentage 84% and it refers to the frequency of displaying football matches on different media. On the third place comes statement (no.7)

with percentage 83% and it refers to the interest of media to cover football news. Such results assert the importance of displaying sports (football) on different media due to the popularity of sport, especially football. That's why it is considered the first popular sport in Egypt and most countries of the world.

The table shows also the least effective statements, whose level is Middle, such as statement (no. 4) with

percentage 67%, it refers to practicing football since childhood and statement (no. 5) with percentage 72%, it refers to watching football on TV since childhood. This reflects that practicing or following a particular sport since childhood is not a condition for watching football matches later, the individual's culture and interests may change by the time.

Generally, the results show the importance of mass media in creating the audience culture, and the popularity of sports as a main component of culture that affects the

individual's behavior and motivates him to use a specific product or service. This is reflected through the variance in watching sports on TV according to the popularity of sports from one society to another, the American football and baseball in USA; cricket in India; Sumo in Japan are examples. This fact is mentioned by Roy (2004) as he referred to the importance of the culture and its influence on popularity of sports the matter that affects, in turn, the television consumption of such sports.

Table (7)
Social factors that affecting the television consumption of football matches

| | Statement | Average | Standard deviation | percent | rank | level |
|----|--|---------|--------------------|---------|------|--------|
| 8 | Most members of the surrounding community are interested in following football | 2.49 | 0.69 | 78.33 % | 1 | High |
| 9 | customs and traditions restrict me to follow football | 2.22 | 0.82 | 77.00 % | 5 | Middle |
| 10 | I grew up in a family interested in football | 2.40 | 0.77 | 90.00 % | 3 | High |
| 11 | Most of my friends are keen to watch football on TV | 2.40 | 0.73 | 67.67 % | 2 | High |
| 12 | My colleagues are interested in watching football | 2.36 | 0.76 | 72.33 % | 4 | High |
| 13 | Discussion with colleagues about football related topics | 2.19 | 0.80 | 84.00 % | 6 | Middle |
| 14 | sport institutions pay more attention to football | 2.13 | 0.80 | 83.67 % | 7 | Middle |

Table (7) shows that the most influential statement in the social factors is statement (no. 8) with percentage 83%, it refers to the interest of most society members in following football events. It is followed by statement (no.11) with percentage 80%, it refers to the keenness of most friends to watch football on TV. Then comes statement (no.10) with percentage 90% which refers to being a part of a family interested in watching football on TV. The results show the importance of surrounding society members, specially friends, and the role of family in creating that interest in sports in general and football in particular. The level of the three statements is high as illustrated in the table.

On the other hand, the table shows the least influential statement in the social factors; statement (no.14) with percentage 71%, it refers to the interest of sport institutions such as clubs and youth centers in football. Then comes statement (no. 13) with percentage 73%, it refers to the discussions made by friends about football-related topics. The level of both statements is

middle. The results refer to the weak role of sport institutions and discussion with school mates as social factors affecting television consumption of football matches. It is also shown that social habits and traditions have limited influence as they don't prevent university students from watching football matches on TV.

The results shown in table (7) suggest that friends and surrounding society members have the greatest influence, as social factors, on the demand for watching football on TV for the research sample. Another great influence is attributed to being part of a family interested in watching football. The researcher attributes the weak influence of habits and traditions as social factors to the amount of freedom given to university students in the age of globalization and internet to watch sport events on TV or on their smartphones that became affordable for them. These results support the study made by Schultz & Sheffer (2011) which referred to increased consumption patterns towards sports due to the wide spread of smartphones and tablets.

Table (8)
Sport factors that affecting the television consumption of football matches

| | Statement | Average | Standard deviation | percent | rank | level |
|----|--|---------|--------------------|---------|------|--------|
| 15 | High level and the aesthetics of football performance | 2.29 | 0.85 | 76.33 % | 8 | Middle |
| 16 | Derby and final matches in major tournaments | 2.39 | 0.77 | 79.67 % | 3 | High |
| 17 | Affiliation to a certain club, in the local or external championship | 2.29 | 0.74 | 76.33 % | 6 | Middle |
| 18 | When the national team plays in a major tournament | 2.58 | 0.69 | 86.00 % | 1 | High |
| 19 | The strength of competition in football tournament | 2.29 | 0.78 | 76.33 % | 7 | Middle |
| 20 | when i admire a certain football player | 2.38 | 0.80 | 79.33 % | 4 | High |
| 21 | if my favorite team has chance to win the tournament | 2.48 | 0.73 | 82.67 % | 2 | High |
| 22 | Major football tournaments encourage me to watch football on TV | 2.37 | 0.77 | 79.00 % | 5 | High |

Table (8) shows that most statements of the sport factors have got a high level, the most influence statement is (no.18) with percentage 86%, it refers to national team participating in a continental or international championship. It is followed by sentence (n. 21) with percentage 82% and it refers to the available chance of the favorite team to win the championship. Then comes statement (n.16) with percentage 79% and it refers to Derby and final matches in major tournaments. These statements represent the most

influential sport factors that affect the television consumption of football matches.

Statement (n.15), on the other hand, represents the least influence sport Factor with percentage 76% and it refers to the sport level and the aesthetics of football performance. It is followed by statement (n.19) with percentage 76% which refers to the strong competition in football tournament. Both statements have got middle level. These results reflect the interests of the research sample

to watch the matches played by the national team in great championship as well as their favorite teams when having a chance to participate in a competition, not to mention Derby matches and final matches in major championships. The results also reflect the meaning of loyalty towards a particular entity whether to the national team or any sport team. Loyalty in itself is considered a strong motive for the individual to follow the news of this entity and, in the field of sport, this is reflected on the demand to watch matches of that favorite team. As for Derby matches that are held between two highly competitive teams, they have a great popularity and they are considered a main source of attraction.

These results correspond to the studies made by Schafmeister (2007) and Schumann (2005) that state that Derby matches are the most attractive matches that watched by audience whether in Stadium or on television. On the other hand, the sport level, performance aesthetics and the strength of competition in a football tournament are shown to be the least influence sport factors affecting the demand for watching football matches on TV. The researcher suggests that being interested in football and loyal to a certain team or player means being satisfied by the winning of the favorite team or player and not by it's technical or aesthetic level, or even powerful competitive performance.

Table (9)
Learning factors that affecting the television consumption of football matches

| | Statement | Average | Standard deviation | percent | rank | level |
|----|---|---------|--------------------|---------|------|--------|
| 23 | Engaging in homework reduces the chances of watching football on TV | 2.29 | 0.85 | 76.33 % | 8 | Middle |
| 24 | Frequent examinations prevent me from watching football matches on TV | 2.39 | 0.77 | 79.67 % | 3 | High |

**Follow Table (9)
Learning factors that affecting the television consumption of
football matches**

| | Statement | Average | Standard deviation | percent | rank | level |
|----|---|----------------|---------------------------|----------------|-------------|--------------|
| 25 | I watch football matches on TV despite the intensive lectures schedule | 2.29 | 0.74 | 76.33 % | 6 | Middle |
| 26 | Participating sports activity in university drives me to watch football on TV | 2.58 | 0.69 | 86.00 % | 1 | High |
| 27 | Participating in various university activities prevent me from watching football on TV | 2.29 | 0.78 | 76.33 % | 7 | Middle |
| 28 | Desire to success and get a higher grade makes me not interested in watching football on TV | 2.38 | 0.80 | 79.33 % | 4 | High |

Table (9) shows that the most influential statement in learning factors is statement (n. 25) with percentage 77%, it refers to watching football matches on television despite the intensive lecture schedule, then it is followed by statement (n. 28) with percentage 74% which reflects that individuals' desire to achieve success and get a higher grade may prevent the research sample from being interested in watching football. The least influential statement is (n.27) with percentage 60%, it refers to the fact that participating in university activities may keep the students away from following football matches on TV. Then

comes statement (n.24) with percentage 68% and it shows that successive examinations may prevent students from following or watching football matches on TV. The table shows that half of the statements have a middle level of the learning factors and this reflects their minor effect on the television consumption of football matches. The results show that having busy schedule could not prevent students from watching football matches on TV. The researcher explains that most football matches held in the evening, which gives a chance for students to watch the

matches after finishing their daily schedule.

The demand for watching football matches is negatively affected by another learning factor which is the student's keenness to get higher grades which directs their interest towards their assignments and away from watching football matches, especially for students in scientific faculties. Results have shown that participating in university activities and successive examinations don't

have the expected influence on watching football matches, the researcher attributes that to the tendency of organizers of international football leagues, and sponsors of national league to schedule matches on weekends, and this is supported by other studies like Forrest & Simmons (2006), Garcia & Rodriguz (2002), these studies show that playing matches on weekends increases the number of viewers whether in Stadium or on TV.

Table (10)
Economic factors that affecting the television consumption of football matches

| | Statement | Average | Standard deviation | percent | rank | level |
|----|--|---------|--------------------|---------|------|--------|
| 29 | Study expenses are expensive so I only watch football on TV at home | 2.05 | 0.84 | 68.33 % | 2 | Middle |
| 30 | Prices of watching football outside the home are suitable | 2.03 | 0.79 | 67.67 % | 3 | Middle |
| 31 | I work alongside the study to help my family and I still interested in watching football on TV | 1.84 | 0.93 | 61.33 % | 5 | Middle |
| 32 | I get enough money from my family, so I can watch football matches outside the house | 1.94 | 0.82 | 64.67 % | 4 | Middle |
| 33 | Economic difficulties and rising prices in society in general | 2.08 | 0.77 | 69.33 % | 1 | Middle |
| 34 | My family has a receiver for encrypted sports channels to watch football at home | 1.67 | 0.76 | 55.67 % | 6 | Middle |

Table (10) shows that the most influence statement of economic factors is statement (n. 33) with percentage 69% and it refers to the economic difficulties and the high prices in Society in general. It is followed by statement (n.29) with percentage 68% and it refers to increased study expenses the matter that makes individuals watch football on TV only at home. On the other hand, it seems that the least influence statement of economic factors is statement (n. 34) with percentage 55% which states “my family possesses a receiver for encrypted sports channels to watch football at home”. Then comes statement (n. 41) with percentage 61% and it shows that having a part time job beside learning haven't prevented the sample from watching football on TV. The table shows that all statements of the economic factors have got a middle level and this reflects their minor effect on the television consumption of football matches.

Table (10) shows also that economic difficulties and the

increase in prices generally and study expenses particularly have led research sample to watch football matches on free TV channels at home, where the Egyptian football League matches are displayed in free sport channels. As for European football Leagues, they are displayed on pay TV (encrypted sports channels). The results indicate that the least influence economic factor is the possession of a decoder that display encrypted sports channels, that's why most individuals watch the matches in public places such as restaurants and cafes the matter that needs a higher cost that most people cannot afford. The researcher explains that most university students depend on the limited pocket money they get from their families, and for those who work, they don't earn much. A number of studies and books have tackled that topic such as Daumann (2011), and Roy (2004), they refer to a positive relation between the income level and the expenses level concerning watching and practicing sports.

Table (11)
Factors that affecting television consumption of football matches

| | Factors | Average | Standard deviation | Percentage | Factors rank | level |
|---|------------------|---------|--------------------|------------|--------------|--------|
| 1 | Cultural factors | 2.37 | 0.75 | 79.00 % | 2 | High |
| 2 | Social factors | 2.31 | 0.77 | 77.10 % | 3 | Middle |
| 3 | Sport Factors | 2.38 | 0.77 | 79.46 % | 1 | High |
| 4 | Learning Factors | 2.13 | 0.91 | 71.00 % | 4 | Middle |
| 5 | Economic factors | 1.94 | 0.82 | 64.50 % | 5 | Middle |

Table (11) shows that the sport factors are considered the most influential on television consumption of football matches with percentage 79.46% followed by the cultural factors with percentage 79.00% , and both kinds have a high level. On the third rank comes the social factors with percentage 77.10% followed by economic factors with percentage 64.50% and then the Learning factors with percentage 71.00%, and they have got an middle level. These results correspond to the results illustrated in table (9) and (10) concerning the middle level of the learning and economic factors.

The results show that the sport factors such as the participation of the national
- Sex variable:

team in a major tournament, the chance of the favorite team to win a championship, Derby matches and the final matches in championships have the most influence role in the sample's demand for watching football matches. Moreover, cultural factors such as the frequent presentation and discussion of football issues, play a significant role, they have made football the most popular sport in the Egyptian society. The study conducted by Candemir & Zalluhoglu (2002), refers to the importance of sport factors such as being a fan of certain team or player, and the pleasure of watching football matches as motives to watch sports on TV.

(2) Significance of differences according to research variables:

Table (12)
Significance of Differences for the factors affecting television consumption of football in terms of sex variable. (N=655)

| | Factors | Females (n= 342) | | Males (n= 313) | | Calculated (t) Value | Semantic level |
|---|----------|------------------|-------------|----------------|-------------|----------------------|----------------|
| | | average | S.Deviation | average | S.Deviation | | |
| 1 | Cultural | 15.11 | 3.09 | 18.24 | 2.84 | *13.44 | 0.00 |
| 2 | Social | 15.35 | 2.74 | 17.11 | 2.61 | *8.37 | 0.00 |
| 3 | Sport | 18.00 | 3.65 | 20.24 | 3.18 | *8.32 | 0.00 |
| 4 | Learning | 12.50 | 3.25 | 13.11 | 2.69 | *2.63 | 0.00 |
| 5 | Economic | 11.12 | 2.32 | 12.15 | 2.26 | *5.75 | 0.00 |
| | Total | 72.08 | 10.14 | 80.85 | 9.04 | *11.63 | 0.00 |

* Scheduled value at level (0.05) = (1.96)

Table (12) shows statistically significant differences among the factors affecting television consumption of football matches in terms of sex (males and females), that difference was In favor of male students as the calculated value is more than the scheduled one at level 0.05, the researcher attributes that to females' little interest in watching football matches regularly compared to males.

The females' interest in sports generally is weak either in practicing or watching, that may be due to cultural and societal traditions. This corresponds with Amara's study (2012) that indicates that the negative interest of females in sports in some Islamic countries and the Middle East leads to decrease in the sport consumption including watching football matches on TV.

-Residence Variable

Table (13)
Significance of Differences for factors affecting television consumption of football in terms of residence variable. (N=655)

| | Factors | Village (n= 295) | | Town (n= 360) | | Calculated (t) Value | Semantic level |
|---|----------|------------------|-------------|---------------|-------------|----------------------|----------------|
| | | average | S.Deviation | average | S.Deviation | | |
| 1 | Cultural | 16.33 | 3.34 | 16.84 | 3.35 | 1.94 | 0.05 |
| 2 | Social | 16.02 | 2.82 | 16.33 | 2.81 | 1.39 | 0.16 |
| 3 | Sport | 19.10 | 3.58 | 19.05 | 3.64 | 0.17 | 0.86 |
| 4 | Learning | 12.63 | 2.65 | 12.92 | 3.26 | 1.24 | 0.22 |
| 5 | Economic | 11.59 | 2.32 | 11.63 | 2.38 | 0.23 | 0.81 |
| | Total | 75.66 | 10.44 | 76.77 | 10.67 | 1.33 | 0.18 |

* Scheduled value at level (0.05) = (1.96)

Table (13) shows that there aren't any statistically significant differences among the research factors affecting the television consumption of football matches in terms of residence (Village- Town). The calculated value is less than the scheduled value at level (0.05), the researcher attributes that to the higher standard of living, technological development in the society, the spread of affordable digital receivers in

addition to the prevalence of the internet and the so-called “globalization effects”. These elements have approximated the ideas and interests not only within one society but also among different societies around the world. This has been asserted by (Eitzen& Zinn, 2009, 1), and (Craig & Beedie, 2008, 172).

-Faculty Variable:

Table (14)
Significance of Differences for factors affecting television consumption of football in terms of faculty. (N=655)

| | Factors | Theoretical (n= 373) | | Practical (n= 282) | | Calculated (t) Value | Semantic level |
|---|----------|----------------------|-------------|--------------------|-------------|----------------------|----------------|
| | | average | S.Deviation | average | S.Deviation | | |
| 1 | Cultural | 16.49 | 3.23 | 16.17 | 3.47 | *2.93 | 0.00 |
| 2 | Social | 16.30 | 2.86 | 16.04 | 2.76 | 1.19 | 0.24 |
| 3 | Sport | 19.33 | 3.49 | 18.73 | 3.74 | *2.11 | 0.03 |
| 4 | Learning | 12.73 | 3.62 | 12.87 | 3.45 | 0.58 | 0.56 |
| 5 | Economic | 11.44 | 2.35 | 11.84 | 2.34 | *2.18 | 0.03 |
| | Total | 76.74 | 9.96 | 75.65 | 11.33 | 1.31 | 0.19 |

* Scheduled value at level (0.05) = (1.96)

Table (14) shows statistically significant differences among the cultural, sport, economic factors affecting the television consumption of football matches In favor of students in theoretical faculties; the calculated value is more than the scheduled value at level (0.05). The researcher argues

that those students don't suffer from the study loads and pressures of the practical faculties and that enables them to follow football matches and events more than their peers in practical faculties. Results have shown that social and learning factors have no statistically significant differences as factors affecting the television

consumption of football matches; the calculated value is less than that scheduled at level (0.05).

Conclusions:

- The sport factors including the participation of the national team in a great championship, the chance of the favorite team to win a championship, Derby matches and the final matches, are the most influential factors that increase the demand for watching football matches on TV.
- The significant interest of mass media in presenting football matches and news in an attractive manner has increased the popularity of football and has attracted more viewers.
- The economic and learning factors are considered the least influence factors affecting the television consumption of football for university students.
- There are differences in the factors affecting the television consumption of football between males and females for the sake of males, whereas no difference is detected among university

students in terms of their residence (village or city).

Recommendations:

- Sports TV channels must present the matches of the national team and other popular teams, in addition to Derby matches and the final matches of national and international championships, if possible, in order to attract more audience.
- Sports TV channels should conduct regular surveys to find out the desires of audience in order to select the best sport content and present it to the public.
- For sports TV channels to achieve more profits, they should increase the viewing percentage and consequently increase the advertisements and sponsors. Therefore, sport programs and events should be presented to attract new categories such as females and elderly people.
- The football federation should not display matches during examination days, and if it possible, the number of matches presented should be reduced in that time.
- The Football federation should distribute matches on weekends during seasons and

in different times. The most popular and important matches should be presented in the evening or at night to ensure maximum viewers.

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