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ALIENATION IN TURKISH FOOTBALL: THE OPINION OF TURKISH SPORT PUBLIC ABOUT THE NUMBER OF FOREIGN FOOTBALL PLAYERS IN TURKISH FOOTBALL

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ABSTRACT

Nowadays, billions of people are following football game all over the world. The game has become multi-layered sport activity with social, economic, and politic dimensions. This multi-dimensional point has attracted attention in Turkish sport public as well as all over the world. Foreign football players in the world football leagues are one of the issue that discussed in this multi-dimensional structure. Limiting foreign players is started at 1951 in Turkish football (Doğan et al., 2004, s.32) and it has been discussed since then today in Turkish sport public.

The purpose of this research was considering positive or negative effects of

foreign football players that played in Turkish professional football leagues on Turkish football under sport public opinion. The results of the research regarding sport public opinion indicated that high number of foreign football player increased the quality of football and promotion of Turkish league, increased the competitive strength of Turkish teams in international organisations on club basis. Also, participants believed that foreign players contribute promotional activities of Turkey, and development of football market. On the other hand, participants believed that, numerous foreign players have negative effects on economic situations of clubs, as well as on national team, and youth set up.

Key Words: Turkish Football, Foreign Football Players, Limiting foreign football players.

INTRODUCTION

Historically, football game which is played between two teams consisting of eleven players according to certain rules (Savaş, 1997, s.145) have spread from China to Central Asia (Goldblatt, 2007; Stemmler, 2000; Yıldırım, 1997), from Mainland Europe to America (Boniface, 2010; Lennox, 2009; Wahl, 1990; Mason, 1981). Today football has transformed into an event where billions of people follow, watch, and participated.

Modern football had entered to Turkish society at the end of nineteenth century (Dağlaroğlu and San, 1960, s.3-6). In 1901, when a Turkish football team called “Black Stocking” was found, Turkish people collectively plays football. After professionalism was accepted in 1951 in Turkey, football had become an occupation and developed over time (Sümer, 1988, p.43-47). In this process, gradually accepting foreign football players into Turkish football in ruled and organised way can be considered together with professionalism process. Throughout this process, first official foreign transfer in Turkish football was Oscar Garo who transferred to Adalet team.

In 1951, Turkish Football Federation (TFF) had allowed only one foreign football player (Doğan et al., 2004, p.32) and this application continued until 1966. In 1966, the number of foreign football players were increased to two, in 1989 to three, and in 1996 to four with 3+1 rule (three football players in first ten + one reserve player). Over time, number of foreign players in Turkish Super League had increased to 200 (Table 1).

Table 1: Number of Foreign Players in Turkish Super League Based on Years

Season	Foreign football player	Season	Foreign football player
1993-1994	65	2003-2004	131
1994-1995	66	2004-2005	137
1995-1996	61	2005-2006	137
1996-1997	85	2006-2007	126
1997-1998	92	2007-2008	130
1998-1999	96	2008-2009	157
1999-2000	101	2009-2010	163
2000-2001	124	2010-2011	200
2001-2002	140	2011-2012	186
2002-2003	137	2012-2013	186

Source: Yıldırım, 2008; transfermarkt.com, 2013.

Such increase in number of foreign players in time led TFF to make certain correction and limit teams. When limitations over the years are considered, most prominent factors are the number of foreign players and their qualities. Knowing both positive and negative effects of those foreign players mentioned in required regulations on Turkish football is also considered as an important topic and is important for the future.

In this sense, the main objective of this research was to evaluate positive and negative effects of high number of foreign football players in Turkish professional football league on Turkish football clubs and national team under public opinion perspective. Under this scope, the objective was to test opinions of individuals of sport society for different variables including age, gender, occupation, football interest levels, and knowledge levels regarding Turkish professional football leagues and football players in these leagues, identify proportional distributions, and determine whether there are differences between perspectives.

HYPOTHETICAL FRAMEWORK

Starting from the beginning of 2000s, foreign football player limits in Turkish football was extended and teams had the opportunity to sign contracts with higher number of football players. However, it can be seen that there are certain limitation regarding number of foreign football players in the field.

In 2001-2002 football season, 5+1+2 system was adopted. According to this system, teams could make a contract with total of 8 players. However, at most 5 foreign players could be on field, and 1 player will stay at bench (Altay et al., 2011). In 2005-2006, 6 foreign player was accepted in Super League.

In July 2007, number of foreign players were changed as 6+1 which will be effective starting from 2007-2008 football season. TFF had once more changes foreign football player limits in January 2008. According to this change, 6 football players could play simultaneously, and 2 football players will wait in bench. During 2008-2009 and 2009-2010 seasons, 6+2 was still applied, but TFF made a chance and accepted 6+2+2 rule in 2010-2011 season. According to this rule, clubs could made contract with at most 10 foreign players, and among those players at most 8 could be included in 18-player match squad. In 2011-2012 and 2012-2013 seasons, clubs signed contracts with foreign players without any limitation.

However, 6+2 rule continued in 18 match line-up (Table 2).

In 2012-2013 season, 6+2 rule was valid. However, TFF offered a status where number of foreign players will be decreased gradually, and this will change based on years. According to this status:

- In 2013-2014, clubs could made contract with at most 10 foreign players, and names of 6 foreign player could be included in match lists.
- In 2014-2015, clubs could made contract with at most 8 foreign players, and names of 5 foreign player could be included in match lists (TFF, 2012 Status).

Especially starting from the beginning of 2000s, in addition to such changes to prevent number of foreign players and to guide teams to local players, starting from 2008-2009, TFF considered that making contracts with high amount of foreign players will benefit to youth set up and made “youth set up fund” payments mandatory for clubs with high foreign player in their team. Additionally, TFF made it mandatory to include at least one below 23 years old football player in the 18-player match list.

Table 2: Foreign Football Player Limitation in Turkish Football Based on Years

Season	Rule	On field	At bench	Number of contract
2007-2008	6+1	6	1	7
2008-2009	6+2	6	2	8
2009-2010	6+2	6	2	8
2010-2011	6+2+2	6	2	10
2011-2012	6+2	6	2	Unlimited
2012-2013	6+2	6	2	Unlimited

Source: Turkish Football Federation 2007-2012 Football Season Leagues Match Status

Foreign player limitations in Turkish football as stated above had always been an interesting subject and discusses by Turkish sports public opinion. In Communication Dictionary, public opinion was defined as “total of evidence of public against subjects related with public things; expressions of members of public regarding political or current events” (Mutlu, 1994, p.117). When communication and social literature was reviewed, although unanimous definition was absent, public opinion concept was often stated as “common judgement of people within certain society about certain facts or beliefs” (Vural, 1999, p.45).

Since people and institutes from different segments of the public are concentric with sports and sports organisations, Şahan and Çınar (2004, p.313-321) defined sports public opinion as the society itself, and stated that everyone from media, state institutions, sport clubs, amateur and professional sport players, and audience were included in sport public opinion.

RESEARCH METHOD

This research was designed as descriptive way and data were collected with a survey. Survey forms were created based on feedback from pre-assessment forms developed by the researchers. Survey to collect research data had two sections. In the first section, participants were asked 7 questions regarding personal information, football interest levels, as well as Turkish professional football leagues, and football players in those leagues in terms of knowledge levels. In the second section, participants were given 20 items in five-point Likert scale format regarding effects of high number of foreign players that professionally participate to Turkish leagues on Turkish football.

To analyse and interpret data, point ranges were equally divided in 0.80 (5-1=4; 4/5=0.80) form. Accordingly, options and point ranges were determined as Strongly Agree (4.20-5.00), Agree (3.40-4.19), Slightly Agree (2.60-3.39), Disagree (1.80-2.59), and Strongly Disagree (1.00-1.79).

To test reliability and validity of measurement tool, before the research, the survey was applied to participants that are five times the number of questions. Pre-test stage was applied to 104 people, results were transferred to computer environment, and later added into the study and evaluated. Item total correlation analysis, and factor analysis were applied for structure validity of measurement tool. Before factor analysis, to test whether data were suitable for factor analysis, Kaiser-Meyer-Olkin (KMO) value was found as (0.944). According to Sipahi et al. (2007, p.80), minimum KMO values should be (0.60) for factor analysis. In this study, (0.944) KMO values indicated that data were suitable for factor analysis. On the other hand, Barlett test result for factor analysis of 20 item were found as ($\chi^2 = 28690.765$ p<0,001). KMO and Barlett test results indicated that factor analysis could be

applied on this data set. Three factors were proposed as a result of exploratory factor analysis. Contribution of these three factors on variance was 59.910%. However, according to Büyüköztürk (2012, p.124), most important component to determine factor number was the significance of contribution of each factor to total variance. Accordingly, contribution of the first factor was determined as 43.739%. When contribution of proposed second and third factor to variance were analysed, it was clear that the contribution was gradually decreasing. At the same time, scree plot was also investigated and contribution of second and third factors on variance were identified as both small and approximately same. Therefore, uniting the items in the survey form under one factor was decided. Büyüköztürk (2012, p.171) stated that to determine whether an item should be included in the scale, factor load value of (0.45) or higher was a good measurement for selection, and for item-total correlation value of (0.30) or higher was distinctive for individuals. Accordingly, criteria were selected as (0.45) or higher for factor load value of items, and (0.30) or higher for item-total correlation values.

For reliability, item total point reliability, and alpha coefficients were investigated. Accordingly, correlation value was found between (0.411) and (0.754) range. Alpha (α) internal consistency value was calculated as (0,929).

Kalaycı (2005, p.405) stated that scales between 0.80 and 1.00 were considered as high-reliable scales. Therefore, the scale was accepted as valid and reliable. Accordingly, universe of the research was determined as football players, trainers, managers, media members, sport writers, commenters, fans, and individual who are interested in any brand of sports and has knowledge about Turkish football who were accepted as sport public opinion and were older than 15 years old, and lived in Turkey.

The number of individuals that form the Turkish sport public opinion was estimated high. Since there was no clear evidence regarding the exact numbers, general population over 15 years old in Turkey were considered. Based on this data, total population in Turkey over 15 years old was 50,364,653 according to 2012 census (TÜİK, 2012).

To determine adequate sample size for the study, “Hypothetical Sample Size for Different Sized Samples” table was adopted. In the table, 600 sample were determined for 25,000,000 people universe at 95% reliability level with 4% tolerance value (Balçı, 1995, p.110). Based on population in Turkey that are over 15 years old (50,364,653), total number

of individuals of the sample were determined as 2000 or higher.

Sample of this research consisted of randomly selected total of 2602 individuals who were fans, students, football players, trainers, media members, managers, sport trainers, sport writers, and audience that were interested in football or any other sport branch, had knowledge about Turkish football, and football interest level.

Survey form created with data collection tool was presented for sport public opinion on Internet in electronic environment. Online survey was advertised on various internet sites, and were announced to participants using social network sites. To avoid any issues with reliability of the research, completing the survey from same computer or using the same IP address were blocked. Among all surveys, incomplete or false surveys were excluded from evaluation. At the same time, participant surveys with “I don’t know” and “Little” answers to “What is your knowledge level about Turkish professional football league?”, and “What is your knowledge level about football players in Turkish professional football league?” were excluded from evaluation for the purpose of the research. Total of 3917 individuals had viewed the online survey link to answer the questions. However, the number of individuals who had completed the survey, provided the necessary guidance, and evaluated was 2602.

FINDINGS

When demographical properties of the participants were investigated, 120 (4.6%) were female, 2482 (95.4%) were male. The age of the participants varied between 20 or below and 51 or more and the age distribution was 63.6% between 21-30, 40.4% were students, 21.5% were private sector employees, and 12.8% were public sector employees.

Table 3: Demographical Properties of Participants

Gender	f	%	Vocational	f	%
Female	120	4.6	Student	1051	40.4
Male	2482	95.4	Football Player	213	8.2
Total	2602	100	Trainer	136	5.2
Age			Sport Trainer	99	3.8
20 and more	495	19	Media	182	7.0
Between 21-30	1656	63.6	Public Worker	333	12.8
Between 31-40	382	14.7	Private Sector	560	21.5
Between 41-50	59	2.3	Other	28	1.1
51 and more	10	0.4	Total	2602	100%
Total	2602	100%			

When Turkish Professional Football League knowledge level of participants were investigated, it was clear that 57.5% was “very good”, and 35.8% was “good”. Those two participants groups formed 93.3% of the total participants. When football players in Turkish professional football league knowledge levels of participants were investigated, participants were mostly denser in “good” (41.1%) and “very good” (47.1%) levels.

Table 4: Turkish Professional Football League Knowledge Level of Participants

League Knowledge Level Distribution			Football Players in Turkish Professional Football League Knowledge Levels of Participants		
Knowledge Levels	f	%	Knowledge Levels	f	%
Intermediate	175	6.7	Intermediate	308	11.8
Good	932	35.8	Good	1069	41.1
Very Good	1495	57.5	Very Good	1225	47.1
Total	2602	100%	Total	2602	100%

When types of associations between participants and how they relate themselves with football was investigated, it was seen that most of the participants (60.9%) had defined themselves as “fans”. Lowest number of participants were observed in “Manager” (0.7%) group.

Table 5: Types of Association Between Participants and Football

Interest Level	f	%
Fans	1585	60.9
Amateur Football Players	390	15
Professional Football Players	30	1.2
Manager	19	0.7
Media (Press - Publication)	214	8.2
Trainer	145	5.6
Only Audience	203	7.8
Other	16	0.6
Total	2602	100%

Table 6 indicated answers of participants regarding number of foreign football players in Turkish professional football league. Answers of participants to each item were presented in results and discussion section.

Table 6: Frequency and Percentage Distribution of Participants Regarding Statements About Number of Foreign Football Players

Hypothesis: High number for foreign football players in Turkey...	(1) I do not agree.		(2) I slightly agree.		(3) I moderately agree		(4) I Agree		(5) I Strongly agree.	
	f	%	f	%	f	%	f	%	f	%
1. It will prevent football players from youth setup.	961	36.9	644	24.7	571	21.9	270	10.3	156	6
2. It will decrease game quality.	196	75.6	468	17.9	117	4.5	33	1.27	17	0.6
2. It will decrease league quality.	201	77.2	417	16	123	4.7	38	1.5	14	0.5
4. It will increase football player transfer costs.	789	30.3	409	15.7	555	21.3	470	18.1	379	14.6
5. It will prevent development of unique Turkish football culture.	997	38.3	604	23.2	500	19.2	275	10.6	226	8.7
6. It will cause economic problems in clubs.	674	25.9	521	20	628	24.1	450	17.3	329	12.6
7. It will be hard to achieve national success.	925	35.5	538	20.7	483	18.6	342	13.1	314	12.

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8. It will benefit development of Turkish football.	175	6.7	301	11.6	686	26.4	727	27.9	713	27.4
9. Turkish league football will become more enjoyable and fun.	70	2.7	140	5.4	534	20.5	831	31.9	1027	39.5
10. It will contribute to development of football market.	95	3.7	201	7.7	587	22.6	841	32.3	878	33.7
11. It will contribute to promotion of Turkey.	81	3.1	134	5.1	419	16.1	772	29.7	1196	46
12. It will prevent clubs to make future plans.	1189	45.7	678	26.1	410	15.8	176	6.8	149	5.7
13. It will prevent raising quality and elite football players in Turkey.	1266	48.7	610	23.4	350	13.5	218	8.4	158	6.1
14. It will prevent raising trainers in Turkey.	1775	68.2	484	18.6	219	8.4	78	3	46	1.8
15. It will cause managers and mediators to earn more money.	459	17.6	443	17	639	24.6	513	19.7	548	21.1
16. It will cause ineffective use of club resources.	696	26.7	626	24.1	604	23.2	385	14.8	291	11.2
17. It will negatively affect motivation of football players in youth setup.	1049	40.3	594	22.8	463	17.8	274	10.5	222	8.5
18. It will increase competitive strength of the team in international organisations.	93	3.6	132	5.1	353	13.6	731	28.1	1293	49.7
19. It will help Turkish players to be notices by international market.	273	10.5	375	14.4	631	24.3	592	22.8	731	28.1
20. It will decrease the chances of Turkish football players to play in games.	683	26.2	604	23.2	635	24.4	373	14.3	307	11.8

RESULTS AND DISCUSSION

In this study where the objective was to determine positive or negative effects of foreign football players in Turkish professional football leagues on Turkish football in terms of sport public opinion, results and related evaluations were presented as follows:

In this study, individuals who believed to form sport public opinion were

Mostly male (95.4%),

Denser between “20 or lower” and “21-30 years old” range (82.6%),

Mostly university graduates (63.9%),

Mostly students (40.4%),

Mostly have very good and good level of professional league knowledge (93.3%),

Mostly have very good and good level of football players in professional league knowledge (88.2%),

Fans (60.9%), football players (16.2%), and media members (8.2%).

Sport public opinion demographic properties stated above are parallel with Şahan (2001), Bahadır (2006), Baş (2007), and Özsoy (2007). Therefore, it could be stated that majority of people who are interested in football in Turkey were male. At the same time, age range density of participants of the study were in line with TÜİK (2012) data. According to TÜİK (2012) values, highest population range was the same with the results of this study. In the light of these data and data obtained from current study, it could be said that individuals who form sport public opinion were denser between “21-30 years old” range.

When the answers of participants to second section of the survey were investigated, following results were obtained.

General attitude towards “It will prevent football players from youth setup.” was determined at “Slightly Agree” ($\bar{X} = 2.24$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players, gender, occupation, and football interest levels. While 36.93% of individuals of sport public opinion disagreed with this statement, 63.07% agreed at certain levels. To evaluate development of football players in youth setup, it is important to consider current state of previous youth setup players in Turkey. Based on January 2013 report of The International Centre for Sports Studies, with 9.3% ratio Spor Toto Super League was the second league with lowest number of youth setup football players (Besson et al., 2013, p.47). Spor Toto Super League was the second league that gave lowest time to youth setup football players in Champions League and Europe League based on UEFA report (UEFA, 2010). Results of both reports were in line. In this sense, it could be commented that clubs in Turkish professional football league fail to provide necessary change to youth setup football players. However, it would be incorrect to link development of youth setup football players to existence of foreign players or transferred players. Including players from youth setup to the main team of the club, and increasing the maximum number in Turkey will benefit to development of these

players. Additionally, various factors including quality and quantity of trainers in youth setup, facilities, education programs will contribute to development of those players.

General attitude of participants towards “It will decrease game quality.” was at “Strongly Disagree” ($\bar{X}=1.33$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players levels. 75.6% of individuals of sport public opinion believed that number of foreign players had no decreasing effect on game quality. Football players should regularly play in the game to effect game quality. When performance of foreign football players on different seasons of Super League were considered, 51% of goals during 2010-2011 season, 52% of goals during 2011-2012 season, and 54% of goals during 2012-2013 season were scored by foreign football players in teams. Additionally, highest goal-scorer of 10 teams in Super League were foreign players. Although statistical information indicated that foreign players had positive effect on their teams, it could be evaluated as negative effect for National team and Turkish football (Çetin, 2013, p.22). Number of scored goals could be considered as an important data set even though there are other measures.

General attitude of participants towards “It will decrease league quality.” was at “Strongly Disagree” ($\bar{X}=1.32$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players levels. 77.2% of individuals of sport public opinion believed that number of foreign players had no decreasing effect on league quality. It could be viewed as that existence of foreign football players that increase the quality of the game will increase the quality of the league. Yet, quality of foreign players in teams or foreign players that will be transferred plays a determinative role here. In the past, it is possible to say that there were high number of foreign football players who came to and lived in Turkey. Numerous African and South American football players who have lower costs compared to European players were transferred to Turkish leagues. It is an undeniable truth that disappointment of these transfers is higher than successful players (Akşar, 2013). Therefore, it would be correct to state that quality of foreign football players in teams can be considered as an important factor to determine the quality of league.

General attitude towards “It will increase football player transfer costs.” statement was at “Slightly Agree” ($\bar{X}=2.71$) level. It was identified that answers to this statement showed

difference for knowledge level about football leagues and football players, gender, occupation, education, age, and football interest levels. 69.7% of individual of sport public opinion believed that high number of foreign football players will increase the transfer costs. According to FIFA (2012) “Global Transfer Market” report in 18 April 2013, with 78 million dollars, Turkey was third country around the world that spend large amount of money to transfer. Although astronomic transfer fees are paid to local football players in Turkey, generally, transfer costs are associated with foreign players. When considered in this sense, it could be said that high number of foreign players may increase the costs. Akşar (2013) stated that fees or salary of the football players should be increased to attract, especially old football players and players who no longer attract attention of super leagues, to second class country leagues, thus, most of the important stars could come to Turkey with high salary and fee even though they had low and even zero transfer fees. It could be said that these data and sport public opinion were parallel.

General attitude of participants towards “It will prevent development of unique Turkish football culture.” statement was at “Disagree” ($\bar{X}=2.28$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players, gender, and football interest levels. 38.35% of individuals of sport public opinion disagreed with “It will prevent development of unique Turkish football culture.” statement where 61.7% of individuals agreed at certain levels. Before football was industrialised and foreign football player transfers were common, it was known that each national football team had unique football understanding and Ecole. However, changes in economic conditions and economic factors at the centre of football, had affected this unique structure of countries, clubs, and national teams. In this sense, it is impossible to mention unique football player for Turkish football because of frequent technical trainer changes, and instability among football players. According to Kapsal (2013), the formation of football understanding unique to Turkish football can be formed at the level of clubs, with big teams adopting young and Turkish player-supported teams understanding together with good planning, and understanding of football and showing patience for stability. Today, it is impossible to talk about unique Turkish football understanding because of high number of foreign players and low level of youth setup football players,

General attitude towards “It will cause economic problems in clubs.” statement was at

“Slightly Agree” ($\bar{X}=2.71$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players, gender, occupation, education, age, and football interest levels. 74.1% of individuals of sport public opinion stated that high number of foreign football players will cause economic problems in clubs. In Turkey, transfers fees and payments to players was always higher for foreign players compared to Turkish football players. The clubs that want those football players, made these payments without any boundaries, and under certain circumstances asked sponsors for the high transfer fees. In addition, these situations, sending away the football players that were transferred with big promises, indemnifications that must be paid in case of termination of contracts etc. creates additional economic burden on teams. During process between 2000-2001 and 2012-2013 season, Beşiktaş Gymnastic Club, Fenerbahçe, and Galatasaray Sports Club had experienced 420.8 million Euro transfer loss. To close this economic gap, clubs intensively turned to foreign resources or opened in the Istanbul Stock Exchange (Akşar, 2013). All these initiatives and high fees for foreign football players clearly showed that clubs experienced economic problems.

General attitude towards “It will be hard to achieve national success.” statement was at “Disagree” ($\bar{X}=2.46$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players, gender, occupation, age, and football interest levels. 35.5% of individuals of sport public opinion strongly disagreed with this statement while 65.5% at different levels agreed that high number of foreign football players will make national success harder. In all countries where limitations and independence about number of foreign football players were discussed, the first question and consideration that comes to mind was the success of national teams. For example, within five major leagues (England Premier League, Spain La Liga, Germany Bundesliga, France Ligue 1, Italy Serie A), according to British national team football coach Roy Hodgson where highest number of foreign players exists, they were worried about the future of British National Team (Ashton, 2013:

“Most of the games today have no British players... Premier League should be careful about British players since two third of the football players are foreign. We are one of the countries that raise lowest amount of young football players, and this is problematic for national team and positions us in a disadvantaged form.”

Another example can be given as statements of Sergio Campana, President of Italian Professional Football Federation. After an unsuccessful season of Italian national team and club teams, Campana argued that number of foreign players should be decreased to develop Italian football (ESPN, 2009). In our country, similar discussions were constantly made. Regarding number of foreign football players in Turkey, national team football coach Abdullah Avcı stated that;

“In the past, Turkish teams were successful with 3 foreign players. Lower number of foreign players will contribute us more. 5 foreign players will be pleasing.” (Ntvspor, 2012).

There are different views on this subject. When this subject was asked to Fatih Terim during his time as national team football coach, he stated that number of foreign players should be set free based on certain criteria like England (Hürriyet, 2013). When FIFA World ranking was considered in terms of national team, first two which were Germany and Spain had high success rates although there is no foreign player limitation in those countries. At this point, it is possible to state that successes on national team level are linked with youth setup team.

General attitude towards “It will contribute to development of football market.” was at “Strongly Agree” ($\bar{X}=3.85$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues, football players, and gender levels. 96.3% of individuals of sport public opinion thought that high number of foreign players will contribute to development of football market. Changes in the number of foreign players will undoubtedly reflect to local market. It was mentioned that high transfer fee for local football players due to limitations on foreign football players restricted transfer movements of young football players and prevented their development. Similar factor could be seen in different form. At this point, normal fees of football players would positively affect local transfer and contribute to development of this market. Another matter was the various forms of income including sponsorships, publications agreements, combined ticket sales, licences goods sales etc. There are various examples of this marketing technique around the world, and these techniques was recently initiated in our country. According to most valuable 50 football clubs report of Brand Finance on May, 2013; Galatasaray Sport Club ranked 17th with 116 million dollar value, Fenerbahçe Sport Club ranked 22nd with 95 million dollar value, and Beşiktaş

Gymnasium Club ranked 36th with 71 million dollar value (Brand Finance, 2013). Especially Galatasaray and Fenerbahçe being in top 25 of this list was mostly related with their success in European level and have world-class foreign football players in the team. As these football players played in Turkey, interest of audience from other countries to Turkish league can be increased and marketability of the league to different countries may increase.

General attitude towards “It will contribute to promotion of Turkey” was at “Strongly Agree” ($\bar{X}=4.10$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players, occupation, age, education, and football interest levels. 96.3% of individuals of sport public opinion thought that high number of foreign players will contribute to promotion of Turkey. As transferred football players had successful career and reputation, happiness and success of those players in Turkey will undoubtedly positively effect promotion of our country. In addition to Turkish press, press from football players country as well as international press follows statistics of those football players and notifies the audience in different countries. Thus, these press organs are contributing to promotion of Turkey and Turkish league. Last example about this subject can be given as transfer of Didier Drogba, and Wesley Sneijder to Galatasaray club. Starting from the transfer of these football players, Galatasaray club and Turkish Super League was in sight. In addition to media side, it could be commented that foreign football players in Turkey had opened new doors to other star football players that may be transferred to Turkey. Yıldırım (2008, p.76) declared that foreign football players highly adopt “I positively promote Turkey when I go back to my country” statement.

General attitude towards “It will prevent clubs to make future plans.” statement was at “Disagree” ($\bar{X}=2.01$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players levels. 55.3% of individuals of sport public opinion agreed at different levels that high number of foreign players will prevent clubs to make plans while 44.7% declared they disagree with this opinion. Economic problems caused by clubs paying astronomic transfer fees for foreign players and fail to achieve expected results are considered normal. While the clubs desire to end the contract with football players who were unable to provide the expected performance, clubs are subjected to high compensation or free the players without transfer fee. Indeed, in last 14 seasons, Galatasaray, Fenerbahçe, and Beşiktaş were forced to send total of three hundred

whom they have transferred with certain fee to other countries without demanding any transfer fee (Yaycılı and Saboviç, 2012). Those chain of problems causes excessive debt and economic crises. Akşar (2013) stated that transfer gaps are the main factors of football club crises. Therefore, it could be commented that since main objective of teams with high amount of debt is to pay the debt and continue existing, these clubs are forced to make different plans. By adopting correct planning with club management, as well as correct resource management during foreign player transfers, possible problems could be prevented.

General attitude towards “It will prevent raising quality and elite football players in Turkey.” was at “Disagree” ($\bar{X}=2.00$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players, gender, occupation, age, and football interest levels. 51.3% of individuals of sport public opinion agreed at different levels that high number of foreign players will prevent quality and elite football players in Turkey while 48.7% disagreed with this view. As discusses before, it would be unfair to link insufficient development of young and quality football players in Turkey or limited number of such players to number of foreign players. If this topic is handled from a different perspective, existence of foreign players in Turkey will undoubtedly help development of local football players as foreign players will contribute with their experience. On the other hand, high fees players to players due to foreign passport instead of football level will be selected over Turkish players and raising quality and elite football players will be prevented. The important thing here is to select football players based on their talents or giving equal chances to Turkish football players as foreign players.

General attitude towards “It will cause managers and mediators to earn more money.” statement was at “Slightly Agree” ($\bar{X}=3.10$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players, and football interest levels. 82.4% of individuals of sport public opinion believed at different levels that high number of foreign players will cause managers and mediators to earn more money. When football transfers, especially foreign football transfers are mentioned in our country, there is always the element of manager. Yıldırım (2008, p.81) identified that Turkish football players had “clubs are negatively affected when club managers and promoters intervene with foreign football player transfers” statement. It is known that in our league, teams pay high fees to managers. It is also possible to state that certain transfers failed to

happen due to high manager fees. In 2013, president of Erciyesspor that manager to play in Super League Ziya Eren stated that;

“Unfortunately, there is manager abuse in Turkey. Managers are increasing the prices. They are taking their 10 percent share and negotiations with many of the players are broke down because of managers.” (Ensari and Öztürk, 2013).

However, these high prices can be seen in other countries. For example, in England 77 million pound was paid to managers between 01 October 2011-30 September 2012 (Dinçer, 2012). In this sense, number of transfers are directly proportional with money earned by mediators and will vary.

General attitude towards “It will cause ineffective use of club resources.” statement was at “Slightly Agree” ($\bar{X}=2.60$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players, and football interest levels. 26.7% of individuals of sport public opinion disagreed with this opinion and 73.3% believed that high number of foreign players will cause clubs to ineffectively use resources. As stated earlier, it is impossible to state that material resources of the clubs in our country are adequately manager. When clubs desire to be successful in short time and impatience of fans are combined, resource use is often unhealthy. Kuper and Szymanski (2010; p.77) stated that clubs spend large amount of their money to incorrect transfers. Based on the analysis results, authors also stated that there was no balanced correlation between money spend on transfers and last status at the end of league. Since 2013, economic structure of Turkish football and clubs is corroborative. Using facility, youth setup investments, and corporate management resources adequately for long-term success and to generate new income resource will be more permeant, and beneficial than short-term results.

General attitude towards “It will increase competitive strength of the team in international organisations.” was at “Strongly Agree” ($\bar{X}=4.15$) level. It was identified that answers to this statement showed difference for knowledge level about football leagues and football players levels. 96.4% of individuals of sport public opinion agreed that high number of foreign players will increase competitive advantage of the team in international organisations. It will be beneficial to evaluate conditions of the competitor countries to talk about international competitive strength of our teams. The most prestigious organization

based on the clubs is Champions League, and champions of the last 5 seasons starting from 2013 are as follows; Barcelona (Spain), Chelsea (England), Inter Milan (Italy) and Bayern Munchen (Germany). In none of these countries, there is no limitation for number of foreign players. However, there are certain criteria. In this sense, it could be commented that limitations on Turkish team may bring disadvantaged against other teams in international organisations. To increase the competitive strength of our team, loosening number of foreign football players may compensate competitive conditions. It could be said that contribution of foreign players on Fenerbahçe's UEFA Europa League semi-final in the 2012-2013 season, Galatasaray's Champions League quarter-finals is high. Karaca (2008) stated that according to analysis, foreign football players have positive effects on club teams in international games. In terms of all these aspects, quality foreign football players in Turkish teams will positively contribute to competitive advantage of the team with their experience and performance.

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