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SPORTS CONSUMPTION MARKETING COMPONENTS: EFFORTS TO INDIVIDUALS WHO ARE MEMBERS OF THE SPORTS CENTER

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Abstract

The aim of this study is to evaluate the marketing components of individuals who are members of the sports center located in Istanbul, Europe. The sample group of the study consisted of a total of 194 persons, 92 males and 102 females who actively participated in the sports center located in Istanbul, Europe in 2015-2016. In the study, "Marketing consumption in Sports" scale, which was developed by Yalçın and colleagues (2004), was used to measure participants' knowledge about marketing services to sports consumers. The Kolmogov-Smirnof normality test was performed with normal distribution of data, and Mann-Whitney U and Kruskal Wallis tests were applied as the data were fit to non-parametric test conditions. It was found that there was a significant difference between subscales of Marketing Components in Sports Consumption according to gender of participants only in Public Relations sub-dimension ($p < 0.05$). The subscale scores of the female students in relation to the public are higher than the subscale scores of the male students in relation to the public. According to the age and monthly income of the participants, there was no statistically significant difference between the subscales of Marketing Components in Sport Consumption ($p > 0.05$). As a result, it has been concluded that women's participation in sport centers is an important factor in public relations, such as the introduction of sport management, and that age and monthly income are not important variables in terms of sports marketing components.

Keywords: Sport Management, Sport Marketing, Marketing Consumption.

Introduction

The sport in preventive health services is regarded as an important service area to protect personal and social health (Soyer; 2000). Sport is important in order to live a healthy life and to bring together a large number of people at the same time. "Sports competition" began to be seen as equivalent to "spireless life unhealthy life" when it became a popular concept in sports events. There is also an increase in the number and variety of sporting activities in the industrial society, which emerges as a result of changing and evolving living conditions. As a result, in many countries sport is known to have emerged as a large and complex industrial product alone (D.P.T,2000).nIt is also confronted by the fact that sports, social and inter-communal culture and social structure, people, even humans and other animal species (riding) are brought together and consumed together. Because of its inclusiveness, social strength, popularity and social life, sport is both a medium and a medium of communication at the point of marketing to other products for sportsmen and other products not related to sports to target groups (Balcı ,2005). The sport, attracted by the masses, has led to the development of different marketing strategies in same with globalization (Bozkurt & Kartal ,2008).

Callecod and Stotlar have explained that sports marketing involves the use of materials that include direct sports and sporting products, promoting consumer products, and the marketing of sporting goods and the marketing of sports as a single product (Callecod & Stotlar,1990). In the

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ancient Greek civilization, for the first time, an elite dweller is present and sports marketing, which enables the sport activities to be strengthened and supported, is emerging as a very important sector formation (Okay,2002). When we look at sources in the literature, marketing is defined in different shapes and meanings depending on the marketing concept approach, and differences are observed in the evolutionary development processes of marketing. The simplest form of marketing is the process of exchanging goods and services (Kocel, 1993). Until 1960, this understanding was expressed as providing the implementation of activities that directed the flow of goods and services towards producers or consumers. This definition is narrow and inadequate and has long been a traditional marketing literature. It has been argued that by working this way out, more marketing in the early 1970s was not merely a business-specific activity, but that it could be extended to include non-profit organizations and, if so, some of its social dimensions. Thus, marketing is considered only within the scope of this subject in activities that are not the ultimate aimed market operation which is understood to be a "transaction related to goods and services" (Mucuk,1998).

Today, marketing understanding has taken an important mission in determining the strategies of sports organizations by using scientific approaches. To investigate the dynamics of sports marketing components any effort considering the consumers perspective on marketing components must demonstrate what's going on. Sports should start with measuring the different concepts of sports marketing of consumers (Balçı ,2005). While the emergence of the concept of sport marketing has been expressed for the first time as a concept in 1978, the importance of this phenomenon has started to be of interest in Turkey only since 1991. In recent years, with the increase of branding and competition, both marketing of goods and services for sports consumers and use of sports as a communication tool have become widespread in Turkey. We can exemplify the fact that Nike, Coca-Cola, Turkish Airlines, Turkcell, Mercedes-Benz, Ulker, Efes Pilsen, Ruffles, Castrol, Vestel, RIOT Games, Redbull and many other brands benefit from sports marketing in Turkey in various sports fields. Many sporting activities that are not mentioned here are used both as products and communication means from Motorspor, unusual sports, e-Sports to bicycle and running races, sailing, football and so on. At the same time, the special structure of sports marketing is publications, Sports programs, sports radios and televisions (Altunbas, 2007).

The marketing components for sport marketing are given by Philip Kotler as literature "5P". This 5P product facilitates the process of product and marketing communication both in the foreground as a product, place, price, promotion and public relation (Robinson.,2007). These components of traditional marketing have created a modern and integrated marketing understanding with the requirements of the 21st Century and technological innovations. Sports marketing has also benefited from modern marketing approach. An example of this is the fact that the Athena music group is presented together with art and sports as part of the Turkish Basketball National Team (Babacan & Onat, 2002). Price of sports marketing components Huseyin Altunbas "The price paid to watch a sporting event, to participate or to buy a sporting product represents the price in sports marketing," he explained (Altunbas H., 2007). The distribution of sporting goods, the place where it is sold or the venue where the sporting event is made, is the locus of sport marketing (Argan & Katırcı, 2002). Promotional and public relations activities from marketing communication tools are the other two components of sports marketing. The promotion can usually be done with the aim of creating a brand loyalty and generating revenue for a sporting product. Especially, the most popular sports in Turkey are the stores opened by the big clubs on futbol. Relations with the public provide a mass communication advantage. When it comes to public relations, what are the first sponsorships to come to mind. According to Altunbas, sports sponsorship is not just a donation, it is a partnership (Altunbas H., 2007). When all of this is considered together, the most distinctive feature of sports marketing is integral, integration. An example, sponsoring a sports team is considered together with promotional products or sponsoring media programs (Roy & Cornwell 2004). The use of sport as a product, marketing and use as a marketing tool is also increasing in our country. The most extraordinary feature of sport marketing is "the ability to be both a product and a communication medium, the possibility of a

product being a vehicle or a product of a vehicle (Yoon & Choi,2005). In order to make marketing communication better, it is very important to analyze the sports consumer. Because of this, it is thought that this study will make important contributions in selecting market segments as the target market in areas where the dominance of competitiveness is dominant, while the business manager (marketing people) dominates and thoroughly examines the entire market and deals with marketing concepts in detail. In this context, very few studies have been done so far in Turkey and the relationship between sports consumer profiles and marketing components according to Hasan Birol Yalcın, Bekir Yuktas and Zafer Dogru, who worked first in Turkey, Cost and 21st Century communication tools will only be possible with scientific research to be done in this area (Yalcın et al. 2004). The aim of this study is located on the European side of İstanbul Sports Center is a member of the evaluation in terms of marketing components of individuals.

Methods

Research Group: The sample group of the study consisted of 196 active members, 94 males and 102 females, who continue to operate in sports facilities located in Istanbul, Europe, whose age is $21,98 \pm 2,75$.

Data Collection Tool: The form used as data collection tool in research consists of two parts. The first part, the "Personal Information Form" Such as gender, age, and monthly income. In the second part, participants of sports consumer marketing services with the purpose of measuring information about Yalcın et al. (2004), developed by the validity and reliability of the scale of the "Sports Consumption Marketing components". Scale 7-Likert Type (1 = Not important at all, 7 = very important) 24 substance, product, price, Promotion, Distribution and public relations, location of the facility, Transportation, Communication includes eight named child dimension.

Data analysis: the analysis of the data for personal information has been used descriptive statistics methods of frequency and percentage. The lower the scale shows a normal distribution of the sizes with the aim of testing Kolmogrov-Love test and the end of Sports Consumption Marketing Components does not show a normal distribution of all child dimension scale ($p < 0.05$). This means that $\alpha = 0.05$ significance level 2-variable data for the Mann Whitney U test, is for more than 2 variables, Kruskal Wallis test was applied.

Results

Table 1: Distribution of Participants by Gender, Age, Monthly Income and Marital Status

Variables	F	%
Gender	Male	48,0
	Woman	52,0
	Total	100
Age	17-20	34,2
	21-25	30,1
	26 and over	35,1
	Total	100
Monthly Income	1300 and below	22,4
	1301-2500	46,4
	2501-3500	15,8
	3501 and above	15,3
	Total	100
Marital status	Single	70,4
	Married	29,6
	Total	100

Table 1 Participants monthly income, gender, age, and marital status in relation to statistical results participants% 52.0 48.0% "Woman", "Male", then "% 35.1 26 years and over" age range, 46.4% of the monthly income is "have" 1301-2500, 70.4% of households have been found to be "single".

Table 2: Marketing Components in Sport Consumption by Gender of Participants

Components	Gender	N	Average Order Value	Z	P
Product	Male	94	98,56	-,146	,937
	Woman	102	98,44		
Price	Male	94	98,44	-,115	,988
	Woman	102	97,56		
Retention	Male	94	95,92	-1,486	,915
	Woman	102	98,05		
Location of the Facility	Male	94	96,89	-,932	,351
	Woman	102	102,43		
Public Relations	Male	94	91,29	-1,475	,004*
	Woman	102	104,34		
Staff	Male	94	97,43	-1,347	,481
	Woman	102	103,45		
Communicaiton	Male	94	96,12	-,849	,695
	Woman	102	101,84		
Transportation	Male	94	99,26	-2,621	,291
	Woman	102	104,69		

According to the participants' gender in table 2 Sports Consumption Marketing Components scores "Mann Whitney-U test results. According to the test results; According to the participants' gender Sports consumption Marketing Components child dimensions only public relations have been found to be significant difference in the size of the bottom ($z = -1.475$; $p < 0.05$). Female students' public relations child dimension scores, less than public relations of male students is higher than the lower dimension.

Table 3: According to Their Ages of Participants Sports Consumption Marketing Components

Components	Age	N	Average Order Value	X ²	P
Product	17-20	67	104,24	1,051	,591
	21-25	59	95,86		
	26 and over	70	94,23		
Price	17-20	67	101,66	,367	,832
	21-25	59	98,04		
	26 and over	70	95,86		
Retention	17-20	67	104,59	1,789	,409
	21-25	59	91,09		
	26 and over	70	98,91		
Location of the Facility	17-20	67	99,92	,524	,769
	21-25	59	94,08		
	26 and over	70	100,86		
Public Relations	17-20	67	107,24	1,467	,467
	21-25	59	98,86		
	26 and over	70	94,38		
Staff	17-20	67	98,62	,429	,368
	21-25	59	93,18		
	26 and over	70	100,66		
Communicaiton	17-20	67	92,22	,189	,217
	21-25	59	95,19		
	26 and over	70	99,36		
Transportation	17-20	67	96,38	,347	,962
	21-25	59	93,49		
	26 and over	70	101,27		

In Table 3, the "Kruskal Wallis" Test Results of the Marketing Components scores in Sports Consumption by age of participants were given. According to test results; It was found that there was no statistically significant difference between subscales of Marketing Components in Sports Consumption according to age of participants ($p > 0.05$).

Table 4: Marketing Components in Sport Consumption by Participants Monthly Revenues

Components	Monthly Income	N	Average Order Value	X ²	P
Product	1300 and below	44	102,86	2,334	,506
	1301-2500	91	102,15		
	2501-3500	31	93,66		
	3501 and above	30	86,03		
Price	1300 and below	44	107,03	1,357	,716
	1301-2500	91	96,02		
	2501-3500	31	94,26		
	3501 and above	30	97,90		
Retention	1300 and below	44	96,78	,120	,989
	1301-2500	91	98,81		
	2501-3500	31	101,10		
	3501 and above	30	97,38		
Location of the Facility	1300 and below	44	105,76	1,122	,772
	1301- 2500	91	97,97		
	2501-3500	31	93,29		
	3501 and above	30	94,85		
Public Relations	1300 and below	44	101,66	,255	,968
	1301-2500	91	96,58		
	2501-3500	31	98,50		
	3501 and above	30	99,68		
Staff	1300 and below	44	100,82	,478	,486
	1301-2500	91	96,34		
	2501-3500	31	93,51		
	3501 and above	30	98,39		
Communicaiton	1300 and below	44	103,48	-,741	,853
	1301-2500	91	98,37		
	2501-3500	31	96,48		
	3501 and above	30	97,78		
Transportation	1300 and below	44	101,66	1,423	,147
	1301-2500	91	96,75		
	2501-3500	31	97,69		
	3501 and above	30	98,28		

Table 4 according to monthly income of participants in Sports consumption Marketing Components scores are given "Kruskal Wallis" test results. According to the test results; According to the participants ' monthly income Sports Consumption Marketing Components is not a statistically significant difference between the lower dimensions (p > 0.05).

Discussion

The aim of this study was ongoing active members of the fitness center sports consumption in light of several variables in marketing components. When looking at the demographic characteristics of participants% 52.0 48.0% "Woman", "Male", then "% 35.1 26 years and over" age range, 46.4% of the monthly income is "have" 1301-2500, 70.4% of households have been found to be "single". In terms of gender, it was determined that there was a significant difference only in the "Public Relations" (-1,475) sub-dimension when the marketing components of participants' sports consumption were examined. Female participants had higher scores than male participants. The results of this study are not same to those of Mullin et al. (2000). From this point of view, it can be interpreted that female participants are more satisfied with the public relations sub-dimension in terms of marketing components of the sports center they are attending than male participants. According to the age variable, it was determined that there was no significant difference between the sub-dimensions when the marketing components of sports consumption of the participants were examined. However, individuals aged 17-20 years have higher scores on marketing components than those in other age groups. The results of the study by Dogru et al. (2016) are not same to the results of this study. From this point, it can be interpreted that the individuals in the 17-20 age range are more satisfied with the marketing component of the sports center they are attending than the other age groups. According to the monthly income variable, it was determined that there was no significant difference between sub-dimensions when the marketing components

of sports consumption of participants were examined. However, individuals with 1300₺ and six-month genders have higher marketing component scores than those in other monthly income groups. The results of the study by Doğru et al. (2016) and the results of this study are not in the same direction. From this point of view, it can be interpreted that individuals with 1300 ₺ and six-month income are more satisfied with the marketing component of the sports center they are attending than the other monthly income groups.

As a result, sports centres ongoing introduction of women as individuals, sports business public relations is an important factor of the elements, in terms of age and monthly sports marketing components of income are not concluded an important variable. This work is supporting with a larger and different sample groups. They work to be done in this direction sports marketing components and the relationship between consumer policy direction would be very useful and effective.

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