

DETERMINATION OF THE SPORTS PRODUCTS CONSUMER PROFILES OF THE TURKISH ARMED FORCES PERSONNEL

¹Özlem EKİZOĞLU, ²Gürkan ORUÇ

¹Niğantaşı University, School of Physical Education and Sports

²Erzincan Binali Yıldırım University, Faculty of Sports Sciences

DOI: 10.47750/pnr.2022.13.S06.210

Abstract

This study was carried out in order to determine the sports consumer profile of the officers, non-commissioned officers and specialist sergeants from the Turkish Armed Forces in the Istanbul garrison. 114 military personnel voluntarily participated in the study. Polatcan (2020), in his doctoral study, revealed 31 items in the consumer profiling study, with a 5-point Likert scale (Strongly Disagree, Disagree, Undecided, Agree, Totally Agree) and 5 sub-dimensions (Socialization, Brand, Entertainment, Participation and Media). "Sports Consumer Scale" was used. Since the distributions were normal, One Way ANOVA, Independent T test and multiple correlation analysis were used as parametric tests. No significant difference was found according to the factors affecting the sports consumption of military personnel according to age, monthly income, place of being affected in purchasing and regular sports. However, significant differences were found in the entertainment factor affecting sports consumption according to TAF status, and the difference showed that it was due to the specialist sergeants. In addition, significant differences were found in the participation factor that affects sports consumption according to the purchasing factor. The difference arises from those who buy from the store. Differences were observed between the participation factor in sports consumption and it was determined that the scores of those who do not use credit cards are also higher than those who use them.

As a result, there is a negative correlation between the age ($r=-.22$) of the entertainment factor affecting the sports consumption of military personnel and a low level of positive correlation ($r=.21$) with the TAF status. There is a low-level positive relationship between purchasing imitations of sports products brands and socialization ($r=.19$), and a moderately positive relationship between the brand sub-dimension ($r=.45$). There is a negative correlation between the use of a credit card while purchasing sports products and the participation sub-dimension ($r=-.19$).

Keywords: Military, Sports Consumption, Sports Consumer.

INTRODUCTION

A consumer is a person who buys certain economic goods and services and pays a certain price in return. When it comes to consumption, the first thing that comes to mind is the form of material consumption. However, apart from material consumption items, there are also consumption items. Therefore, there is a need to deal with the emotional and intellectual needs of the consumer (Karalar, 2001). Sport is not only seen as a consumer product, but also as an industrial product. Throughout history, sports were thought of as individual activities or activities with only one goal. Today, however, sports have turned into a very different field of action. Sports activities are an important institution where the whole world can consume together and where the common feelings of consumers from different cultures and social classes come together, billions of sports lovers can come together. In order for companies to achieve successful performance in the sports industry, they need to analyze the sports marketing term well and implement its applications (Pedersen & Thibault, 2017). Consumption of sports equipment in the world has been researched and the USA constitutes 45% of the market and Europe constitutes 30% (Ohl and Taks, 2008). The literature generally analyzes sports expenditures, which include both passive and active sports consumption, using the same demographic, socioeconomic and sports socialization factors as people's time spent in sports and sports habits (Lopez & Garate, 2005). For example, in countries such as England, Germany, Finland, Sweden and the Netherlands in 2005, household sports expenditures accounted for more than 70% of total sports consumption (Amnyos, 2008). Consumers are exposed to too many messages in one day. The reception, interpretation and evaluation of these messages differ from person to person, and the person's lifestyle, financial situations, cultural backgrounds, etc. affected by the facts. Because perception is subjective by nature. For this reason, it cannot be expected that sensory stimuli received from the external environment will affect consumers at the same rate, just like receiving messages (Büdün & Ertürk, 2020). Heterodox theory (arousal, sensation seeking, and

anxiety) is an important feature in psychologically researching sports demand (Scheerder, Vos, & Taks, 2011). This difference makes it very difficult for brands to predict consumer behavior and to develop a product or marketing strategy in this direction. However, designing the obtained inputs to address more than one contact point in consumers opens the door to success in directing consumer perceptions and attitudes. The reactions of human beings to the stimuli obtained with the five basic senses differ. But the most basic one is the sense in which the sense organ related to color, brightness, sound level and intensity or smell is stimulated (Mather & Sutherland, 2011). With the increase in the popularity of sports organizations, the widespread participation in sports and the diversification of advanced sports products accordingly, the sports industry is expanding its place in the world economy. This industry consists of a combination of intangible services (e.g. sports organizations offering sports consulting) and tangible products (e.g. sports manufacturers). Some manufacturers offer a combination of services and products (eg sports shops) and include activities (Funk, 2008). The sporting goods market is expanding with the growth of the healthy and active lifestyle trend, a trend that is expected to continue to grow internationally. While globalization enables brands to reach worldwide, it has also greatly affected people's lifestyles (Handa & Khare, 2013). Sporting goods have become a popular category among young people as consumers associate a more relaxed lifestyle with versatility and comfort.

Today, sport penetrates all spheres of life of people, establishes relations with the state, creates a private space for conducting a business. Sport also represents one of the most important areas of entrepreneurial activity, which, on the one hand, enables the participation of large numbers of people in branches of the sport industry, and on the other hand, these branches of entrepreneurship fill state and local areas. Budgets, to some extent at the expense of taxes, which allow the state to solve various social problems. As a result, modern sports, and thus the sports industry, are activities of public interest for each state.

Therefore, the state should influence the creation of new conditions for the further development of sports (Solncev, 2012).

World trends in sports, the rapid development of sports training technology, the strong development of the sports industry form the basis of future studies and medals in sports. In this context, we are faced with the question of what the "sports industry" really is. Jevtić et al., (2011) define the sports industry as a new form of business that focuses on investment and is a source of profit in the industry in general.

It represents micro and macro processes that continue for a certain period of time and represent the unity of various factors. Sport as an industry is an opportunity for individuals to combine their interest in sport and interest in other activities (sports design, programming). Galkin (2006) defines the sports industry as the universality of the participants in the economic relations in the field of sports. Sellers and buyers of sports products and services, providers and users of sports information, organizers of sports events and other operators. sports market. According to him, the sports industry implies:

- Fans - consumers of sports products, services and information,
- Companies that produce sports products, services and information,
- Athletes, coaches, sports clubs, leagues and federations that are both producers and consumers of sports products and information.

Education level, income level, place of residence etc. One of the common characteristics of all people, regardless of their age, is that they are all consumers. This is food, clothing, shelter, etc., according to a certain order. means we consume or use. The key to the success of the marketing strategy, both locally and globally, is to understand the behavior of the consumer (Yoshida, 2017).

Purpose of the Research

The purpose of this research; To determine the sports consumption profile of military personnel and to examine the characteristics of sports consumers. The consumption habits of the personnel of the Turkish Armed Forces regarding "officer, noncommissioned officer, specialized sergeant" sports products were tried to be analyzed.

Subject and Importance of the Research

Our research subject is to determine the sports consumption profiles of officer, noncommissioned officer and specialized sergeant from the Turkish Armed Forces. Because, today, sports has become the common language of all nations with

globalization and digitalization. Regardless of religion, language, race, nationality and socioeconomic differences, all individuals can participate in international organizations both actively and passively, have fun and consume sports. The increase in the free time of individuals in Turkey, the increase in the rate of urbanization over 90% and the change in life style make participation in sports important. Recently, there has been a great increase in participation in health and weight loss activities, recreational activities and sports. Today, sports companies, sports brands, organizations and sports clubs have emerged that produce global sports products that have gained an industrial quality. Because of all these, it has become important to reveal and research the consumption of sports and the way of consumption.

Research Hypothesis

- There is a difference between the age of the participants and the factors affecting sports consumption.
- There is a difference between the monthly income of the participants and the factors affecting sports consumption.
- There is a difference between the personnel status of the participants and the factors affecting sports consumption.
- There is a difference between the purchasing environment of the participants and the factors affecting sports consumption.
- There is a difference between the advertising effect of the participants and the factors affecting sports consumption.
- There is a difference between the participants' status of doing sports and the factors affecting sports consumption.
- There is a difference between the credit card usage status of the participants and the factors affecting their consumption of sports.
- There is a difference between the factors affecting the sports consumption of the participants and the consumption variables.

Assumptions and Limitations of the Study

The sample of the research was limited to volunteer officers, noncommissioned officer and specialist sergeants working in the Istanbul garrison. It was assumed that all military personnel responded objectively and reliably to the questionnaires. It is assumed that the measurement tools used in the study give reliable results suitable for the study.

METHOD

In this study, it is aimed to determine the sports consumer profiles of the Turkish Armed Forces personnel (officer, junior officer and sergeant) working in the Istanbul garrison. For this purpose, the research is a descriptive study in the scanning model.

Working group

The study group of the research consists of our research sample group of TSK (Turkish Armed Forces) military personnel working in the Istanbul garrison. Out of 119 questionnaires, 5 of them were not included in the evaluation because they were left blank. The research was continued with 110 people.

Data Collection Tools

In the research, the "Sports Consumer Scale" developed by Polatcan (2020) in his doctoral thesis was used. The scale consists of 31 items, a 5-point Likert scale (Strongly Disagree, Disagree, Undecided, Agree, Strongly Agree) and 5 sub-dimensions. When the Cronbach alpha values of the sub-dimensions were examined, the socialization sub-dimension was 0.79; brand subdimension 0.85; entertainment sub-dimension 0.72; participation sub-dimension 0.90; The media sub-dimension was 0.91 and the total score was 0.92.

Analysis and Interpretation of Data

The data were entered into the SPSS 21.0 program. The extreme normality of the entered data was checked and extreme values were determined and removed from the data set. Data distributions (number of people, mean, standard deviation, skewness and kurtosis, kolmogrov-simirnov) were examined and sig.> 0.05 was found in Kolmogorov-Smirnov table for all sub-dimensions. Since the distributions were normal, parametric tests were applied. One Way ANOVA, Independent T test and Multiple Correlation were used.

RESULTS

Table 1. The differentiation status of the factors affecting sports consumption according to age

| | Age | N | X | df | F | p |
|----------------------|--------------------|-----|------|-----|------|-----|
| Socialization | 20-25 age | 17 | 3,94 | 3 | 0,86 | ,46 |
| | 26-35 age | 71 | 4,14 | 110 | | |
| | 36-45 age | 22 | 4,02 | 113 | | |
| | 46 years and older | 4 | 4,38 | | | |
| | Total | 114 | 4,10 | | | |
| Trademark | 20-25 age | 17 | 3,86 | 3 | 1,4 | ,24 |
| | 26-35 age | 71 | 3,49 | 110 | | |
| | 36-45 age | 22 | 3,43 | 113 | | |
| | 46 years and older | 4 | 3,75 | | | |
| | Toplam | 114 | 3,54 | | | |
| Fun | 20-25 age | 17 | 3,33 | 3 | 2,06 | ,10 |
| | 26-35 age | 71 | 2,92 | 110 | | |
| | 36-45 age | 22 | 2,71 | 113 | | |
| | 46 years and older | 4 | 2,17 | | | |
| | Total | 114 | 2,92 | | | |
| Participation | 20-25 age | 17 | 4,05 | 3 | ,68 | ,56 |
| | 26-35 age | 71 | 4,18 | 110 | | |
| | 36-45 age | 22 | 4,28 | 113 | | |
| | 46 years and older | 4 | 4,28 | | | |
| | Total | 114 | 4,19 | | | |
| Media | 20-25 age | 17 | 3,99 | 3 | 1,05 | ,37 |
| | 26-35 age | 71 | 3,87 | 110 | | |
| | 36-45 age | 22 | 3,65 | 113 | | |
| | 46 years and older | 4 | 3,35 | | | |
| | Total | 114 | 3,83 | | | |

Analysis results; when the differentiation status of the factors affecting sports consumption according to age was examined with the ANOVA test, no difference was found.

Table 2. The differentiation status of the factors affecting sports consumption according to monthly income

| | Monthly Income | N | X | df | F | p |
|----------------------|--------------------|-----|------|-----|------|-----|
| Socialization | 5001-6500 TL | 1 | 5,00 | 3 | ,95 | ,41 |
| | 6501-7500 TL | 4 | 4,13 | 110 | | |
| | 7501-10.000 TL | 29 | 4,01 | 113 | | |
| | 10001 TL and older | 80 | 4,12 | | | |
| | Total | 114 | 4,10 | | | |
| Trademark | 5001-6500 TL | 1 | 2,56 | 3 | 1,45 | ,23 |
| | 6501-7500 TL | 4 | 3,69 | 110 | | |
| | 7501-10.000 TL | 29 | 3,36 | 113 | | |

| | | | | | | |
|----------------------|---------------------|-----|------|-----|------|-----|
| | 10001 TL and older | 80 | 3,61 | | | |
| | Total | 114 | 3,54 | | | |
| Fun | 5001-6500 TL | 1 | 3,67 | 3 | ,96 | ,41 |
| | 6501-7500 TL | 4 | 3,58 | 110 | | |
| | 7501-10.000 TL | 29 | 3,00 | 113 | | |
| | 10001 TL and older | 80 | 2,85 | | | |
| | Total | 114 | 2,92 | | | |
| Participation | 5001-6500 TL | 1 | 3,70 | 3 | 1,85 | ,14 |
| | 6501-7500 TL | 4 | 4,20 | 110 | | |
| | 7501-10.000 TL | 29 | 4,02 | 113 | | |
| | 10.001 TL and older | 80 | 4,25 | | | |
| | Total | 114 | 4,19 | | | |
| Media | 5001-6500 TL | 1 | 4,00 | 3 | ,14 | ,93 |
| | 6501-7500 TL | 4 | 3,85 | 110 | | |
| | 7501-10.000 TL | 29 | 3,74 | 113 | | |
| | 10001 TL and older | 80 | 3,86 | | | |
| | Total | 114 | 3,83 | | | |

Analysis results; when the differentiation status of the factors affecting sports consumption according to monthly income was examined with the ANOVA test, no difference was found.

Table 3. The differentiation status of the factors affecting sports consumption according to their status

| Turkish Armed Forces | | N | X | df | F | p |
|-----------------------------|-------------------------|----------|----------|-----------|----------|------------|
| Socialization | Officer | 37 | 4,16 | 2 | 0,36 | ,70 |
| | Noncommissioned officer | 61 | 4,05 | 111 | | |
| | Uzman Çavuş | 16 | 4,1 | 113 | | |
| | Total | 114 | 4,09 | | | |
| Trademark | Officer | 37 | 3,62 | 2 | 0,61 | ,54 |
| | Noncommissioned officer | 61 | 3,46 | 111 | | |
| | Uzman Çavuş | 16 | 3,63 | 113 | | |
| | Total | 114 | 3,54 | | | |
| Fun | Officer | 37 | 2,77 | 2 | 4,32 | ,01 |
| | Noncommissioned officer | 61 | 2,83 | 111 | | |
| | Uzman Çavuş | 16 | 3,58 | 113 | | |
| | Total | 114 | 2,91 | | | |
| Participation | Officer | 1 | 4,15 | 2 | 0,92 | ,40 |
| | Noncommissioned officer | 4 | 4,23 | 111 | | |
| | Uzman Çavuş | 29 | 4,05 | 113 | | |
| | Total | 114 | 4,18 | | | |
| Media | Officer | 1 | 3,67 | 2 | 1,13 | ,32 |
| | Noncommissioned officer | 4 | 3,93 | 111 | | |
| | Uzman Çavuş | 29 | 3,78 | 113 | | |
| | Total | 114 | 3,82 | | | |

Analysis results; the differentiation status of the factors affecting sports consumption according to TAF status was examined by ANOVA test. Significant differences were found in the entertainment factor affecting sports consumption according to TAF status [F(2-111)=4.32; p=.01]. The difference shows that it originates from the sergeants.

Table 4. The differentiation status of the factors affecting sports consumption according to the purchasing environment

| Purchasing Environment | | N | X | df | F | p |
|------------------------|-----------------|-----|-------------|-----|------|-----|
| Socialization | Online | 46 | 4,08 | 2 | ,25 | ,78 |
| | Shopping centre | 65 | 4,10 | 111 | | |
| | I never take | 3 | 4,33 | 113 | | |
| | Total | 114 | 4,10 | | | |
| Trademark | Online | 46 | 3,65 | 2 | 2,09 | ,13 |
| | Shopping centre | 65 | 3,50 | 111 | | |
| | I never take | 3 | 2,78 | 113 | | |
| | Total | 114 | 3,54 | | | |
| Fun | Online | 46 | 2,98 | 2 | 3,03 | ,05 |
| | Shopping centre | 65 | 2,82 | 111 | | |
| | I never take | 3 | 4,22 | 113 | | |
| | Total | 114 | 2,92 | | | |
| Participation | Online | 46 | 4,14 | 2 | 3,60 | ,03 |
| | Shopping centre | 65 | 4,25 | 111 | | |
| | I never take | 3 | 3,50 | 113 | | |
| | Total | 114 | 4,19 | | | |
| Media | Online | 46 | 3,87 | 2 | ,46 | ,63 |
| | Shopping centre | 65 | 3,82 | 111 | | |
| | I never take | 3 | 3,40 | 113 | | |
| | Total | 114 | 3,83 | | | |

Analysis results; the differentiation status of the factors affecting sports consumption according to the purchasing environment was examined with the ANOVA test. Significant differences were found in the participation factor affecting sports consumption according to the purchasing variable [F(2-111)=3.03; p=.03]. The difference is due to the people who buy in the store. The other difference is seen in the entertainment sub-dimension [F(2-111)= 3,03; p=.05]. The result is in favor of those who have never made any purchases.

Table 5. The differentiation status of the factors affecting sports consumption according to the state of being aware of the product

| Product Awareness | | N | X | df | F | p |
|-------------------|---|-----|------|-----|------|-----|
| Socialization | TV ads | 10 | 4,20 | 3 | ,14 | ,93 |
| | Social media sharing of famous athletes | 8 | 4,13 | 110 | | |
| | Nearby advice | 44 | 4,06 | 113 | | |
| | Other | 52 | 4,10 | | | |
| | Total | 114 | 4,10 | | | |
| Trademark | TV ads | 10 | 3,67 | 3 | 1,47 | ,22 |
| | Social media sharing of famous athletes | 8 | 3,97 | 110 | | |
| | Nearby advice | 44 | 3,58 | 113 | | |
| | Other | 52 | 3,42 | | | |
| | Total | 114 | 3,54 | | | |
| Fun | TV ads | 10 | 3,17 | 3 | 1,63 | ,18 |
| | Social media sharing of famous athletes | 8 | 2,79 | 110 | | |
| | Nearby advice | 44 | 3,13 | 113 | | |
| | Other | 52 | 2,71 | | | |
| | Total | 114 | 2,92 | | | |
| Participation | TV ads | 10 | 4,06 | 3 | 1,11 | ,34 |
| | Social media sharing of famous athletes | 8 | 4,03 | 110 | | |
| | Nearby advice | 44 | 4,28 | 113 | | |
| | Other | 52 | 4,15 | | | |
| | Total | 114 | 4,19 | | | |

| | | | | | | |
|--------------|---|-----|------|-----|------|-----|
| Media | TV ads | 10 | 4,00 | 3 | 1,87 | ,13 |
| | Social media sharing of famous athletes | 8 | 3,98 | 110 | | |
| | Nearby advice | 44 | 4,00 | 113 | | |
| | Other | 52 | 3,63 | | | |
| | Total | 114 | 3,83 | | | |

Analysis results; when the differentiation status of the factors affecting sports consumption according to the place of product awareness was examined with the ANOVA test, no difference was found.

Table 6. The differentiation status of the factors affecting sports consumption according to the state of doing sports

| Regular Exercise Status | | N | X | ss | t | p |
|--------------------------------|-----|----------|----------|-----------|----------|----------|
| Socialization | Yes | 70 | 4,13 | ,62 | ,78 | ,44 |
| | No | 44 | 4,04 | ,60 | | |
| Trademark | Yes | 70 | 3,64 | ,69 | 1,75 | ,08 |
| | No | 44 | 3,39 | ,85 | | |
| Fun | Yes | 70 | 2,82 | ,88 | -1,33 | ,19 |
| | No | 44 | 3,08 | 1,18 | | |
| Participation | Yes | 70 | 4,19 | ,46 | ,05 | ,96 |
| | No | 44 | 4,18 | ,58 | | |
| Media | Yes | 70 | 3,80 | ,79 | -,41 | ,68 |
| | No | 44 | 3,87 | ,88 | | |

Analysis results; when the differentiation status of the factors affecting sports consumption according to regular exercise status was examined with the Independent T test, no difference was found.

Table 7. The differentiation status of the factors affecting sports consumption according to the purchasing status of counterfeit goods

| Case of Purchasing Counterfeit Goods | | N | X | ss | t | p |
|---|-----|----------|----------|-----------|----------|------------|
| Socialization | Yes | 44 | 3,95 | ,67 | -2,06 | ,04 |
| | No | 70 | 4,19 | ,56 | | |
| Trademark | Yes | 14 | 3,11 | ,70 | -5,39 | ,00 |
| | No | 100 | 3,81 | ,67 | | |
| Fun | Yes | 100 | 3,02 | ,89 | ,87 | ,38 |
| | No | 14 | 2,85 | 1,08 | | |
| Participation | Yes | 14 | 4,10 | ,59 | -1,50 | ,13 |
| | No | 100 | 4,24 | ,44 | | |
| Media | Yes | 100 | 3,79 | ,74 | -,42 | ,67 |
| | No | 14 | 3,85 | ,88 | | |

Analysis results; there are differences in socialization ($t=-2.06$, $p=04$) and Trademark ($t=-5.39$, $p=00$) according to the purchasing status of the factors affecting sports consumption. Socialization and brand scores of those who do not buy counterfeit products are higher than others.

Table 8. The differentiation status of factors affecting sports consumption according to credit card usage status

| Status of Using Credit Card in Shopping | | N | X | ss | t | p |
|--|-----|----------|----------|-----------|----------|----------|
| Socialization | Yes | 100 | 4,09 | ,63 | -,53 | ,59 |
| | No | 14 | 4,18 | ,47 | | |

| | | | | | | |
|----------------------|-----|-----|------|------|------|------------|
| Trademark | Yes | 14 | 3,56 | ,76 | ,72 | ,47 |
| | No | 100 | 3,40 | ,77 | | |
| Fun | Yes | 100 | 2,91 | ,99 | -,23 | ,82 |
| | No | 14 | 2,98 | 1,17 | | |
| Participation | Yes | 14 | 4,22 | ,49 | 2,05 | ,04 |
| | No | 100 | 3,93 | ,57 | | |
| Media | Yes | 100 | 3,85 | ,81 | ,83 | ,41 |
| | No | 14 | 3,66 | ,93 | | |

Analysis results; when the differentiation status of the factors affecting sports consumption according to credit card usage status is analyzed with the Independent T test, there is a significant difference between the participation factor ($t=2.05$; $p=.04$). The scores of those who do not use credit cards are higher than those who use them (4,22).

Table 9. The relationship between the factors affecting sports consumption and the variables

| | | Socialization | Trademark | Fun | Participation | Media |
|---------------------------------------|---|----------------------|------------------|--------------|----------------------|--------------|
| Age | r | ,06 | -,10 | -,22* | ,12 | -,16 |
| | p | ,47 | ,26 | ,01 | ,17 | ,08 |
| | N | 114 | 114 | 114 | 114 | 114 |
| Monthly Income | r | -,00 | ,14 | -,14 | ,18 | ,03 |
| | p | ,92 | ,14 | ,12 | ,05 | ,74 |
| | N | 114 | 114 | 114 | 114 | 114 |
| Turkish Armed Forces Status | r | -,04 | -,02 | ,21* | -,03 | ,08 |
| | p | ,60 | ,79 | ,02 | ,73 | ,38 |
| | N | 114 | 114 | 114 | 114 | 114 |
| Product Awareness | r | -,03 | -,15 | -,14 | ,03 | -,17 |
| | p | ,73 | ,09 | ,13 | ,69 | ,06 |
| | N | 114 | 114 | 114 | 114 | 114 |
| Shopping Environment | r | ,04 | -,15 | ,01 | ,00 | -,06 |
| | p | ,64 | ,10 | ,84 | ,98 | ,50 |
| | N | 114 | 114 | 114 | 114 | 114 |
| Regular Exercise Status | r | -,07 | -,16 | ,12 | -,05 | ,03 |
| | p | ,43 | ,08 | ,18 | ,95 | ,68 |
| | N | 114 | 114 | 114 | 114 | 114 |
| The State Of Buying Imitations | r | ,19* | ,45** | -,08 | ,14 | ,04 |
| | p | ,04 | ,00 | ,38 | ,13 | ,67 |
| | N | 114 | 114 | 114 | 114 | 114 |
| Credit Card Usage Status | r | ,05 | -,06 | ,02 | -,19* | -,07 |
| | p | ,59 | ,47 | ,81 | ,04 | ,40 |
| | N | 114 | 114 | 114 | 114 | 114 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Analysis results; the relationship of the factors affecting sports consumption with the variables was examined by Multiple Correlation analysis. There is a negative correlation between age ($r=-.22$) and a low level positive correlation ($r=.21$) with TAF status of the entertainment factor that affects sports consumption. There is a low positive relationship ($r=.19$, 0.01) with purchasing imitations of sports products brands and socialization, and a moderate positive relationship between the brand sub-dimension ($r=.45$). There is a negative correlation between the use of a credit card while purchasing sports products and the participation sub-dimension ($r=-.19$).

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

According to the findings, there was no difference between the factors affecting the sports consumption of TAF personnel and age, monthly income, product awareness and regular exercise. Significant differences were found in the entertainment factor that affects sports consumption, depending on TAF status. According to the purchasing variable, there are differences in the participation factor that affects sports consumption, arising from those who shop at the store. The other difference is that there are differences in favor of those who have never shopped in the entertainment sub-dimension. There are significant differences between socialization and brand factors according to purchasing status. Socialization and brand scores of those who do not buy counterfeit products are higher than others. According to the credit card usage status, there is a significant difference between the factors affecting sports consumption and the participation factor. The scores of those who do not use credit cards are higher than those who do. In the entertainment factor that affects sports consumption; There is a low positive correlation with TAF status and a negative correlation with age. There is a low level of positive correlation between purchasing imitations of sports products brands and socialization, and a moderate positive relationship between brand sub-dimensions. There is a negative relationship between the use of credit cards when purchasing sports products and the participation sub-dimension.

In the study conducted by the Ministry of Customs and Trade of the Republic of Turkey in 2016 to analyze the consumer profile, trends and behaviors, differences were determined according to consumer awareness levels, age and monthly income. It is seen that participants aged 25-34 are highly conscious consumers, and they make low-level conscious purchases under the age of 18. In addition, it is seen that women are more conscious consumers than men and that as the monthly income increases, the level of consumer awareness increases. The features that the surveyed consumers pay the most attention to when purchasing are clothing items that meet their most needs, affordable prices, ease of payment, and fashionableness; The features they pay the least attention to are compliance with their status, being branded, being durable and being original. Sarıyer and Ceylan (2018) revealed in their study that those who buy products through social media are mostly 29 years old and university graduates.

Scheerder, Vos, and Taks (2011) revealed that 73% of the participants in their study spend money on sportswear. It has been determined that education, age, participation of spouse and friends in sports are directly related to their attitudes towards sports equipment and spending money on sportswear. In another study examining the sports market, it was stated that price, location and product features are important for the Y generation in purchasing products (Stevens, Lathrop and Bradish, 2005). It is seen that individuals who do sports spend more on sports products (Davies, 2002; Taks, Renson, & Vanreusel, 1999; Wicker, Breuer, & Pawlowski, 2010). In the Flemish region of Belgium, families spend an average of 6.8% of their budgets in Tanks and Kesenne (2000); Spanish families reported that they spend 3% on sports consumption (Lera-López and Rapún-Gárate, 2005).

Since the sample of the study only included male military personnel, we think that the fact that their monthly incomes and working hours are almost the same affect the results. The study can be expanded by increasing the status of military personnel. In addition, it is recommended to compare the sports consumption profiles of the military personnel of many countries with each other.

REFERENCES

1. Amnyos. (2008). Study of public and private financing in sport in Europe. Paris: Minister for Health, Youth, Sport and the Voluntary Sector.
2. Bütün, E., & Ertürk, Y. D. (2020). Beş duyunun kullanımıyla duyuşal markalaşma: tüketici tutumlarını belirlemeye yönelik bir odak grup çalışması. Üsküdar Üniversitesi İletişim Fakültesi Akademik Dergi Etkileşimi, (5), 52-71.
3. Davies, L. E. 2002. Consumers' expenditure on sport in the UK: Increased spending or underestimation?. *Managing Leisure*, 7(2): 83-102.
4. Funk, D. C. (2008). *Consumer Behaviour In Sport And Events: Marketing Action*. Routledge.
5. Galkin, V.V. (2006). Экономикаспорта И Спортивныйбизнес [Economy Of Sportsandsportsbusiness]. М.: Кнопс. In Russian.
6. Handa, M., & Khare, A. (2013). Gender As A Moderator Of The Relationship Between Materialism And Fashion Clothing İnvolvement Among Indian Youth. *International Journal Of Consumer Studies*, 37(1), 112-120.
7. Jevtić, B., Radojević, J., Juhas, I., & Ropert, R. (2011). *Dečijisport (Kids Sport)*. Belgrade: University Of Belgrade, Faculty Of Sportandphysicaleducation. In Serbian.
8. Karalar, O. A. (2001). Ağ Yönetiminin Yönetim Bilişim Sistemleri ve Elektronik Ticaret Uygulamalarının Etkinliği Üzerindeki Önemi (Doktora tezi, Fen Bilimleri Enstitüsü).
9. Lera-López, F. and Rapún-Gárate, M. 2005. Sport participation versus consumer expenditure on sport: Different determinants and strategies in sport management. *European Sport Management Quarterly*, 5(2): 167-186.
10. Lera-López, F., & Rapún-Gárate, M. (2005). Sports participation versus consumer expenditure on sport: different determinants and strategies in sports management. *European Sport Management Quarterly*, 5(2), 167-186.
11. Mather, M., & Sutherland, M. R. (2011). Arousal-biased competition in perception and memory. *Perspectives on psychological science*, 6(2), 114-133.
12. Ohl, F., & Taks, M. (2008). La consommation sportive: Etat de lieux. *Revue française du marketing*, 219(4-5), 27.

13. Pedersen, P. M., & Thibault, L. (2018). Contemporary sport management. *Human Kinetics*.
14. Polatcan, İ. (2020). Determining The Sports Consumer Profiles Of University Students In Turkey. (Doctoral Thesis. Firat University, Institute of Health Sciences. Elazig).
15. Sariyer, N. ve Ceylan, M. (2018). Sosyal Medyadan Ürün Satın Alan Tüketici Profili. *Journal Of Awareness*, 3(5), 371-376.
16. Scheerder, J., Vos, S., & Taks, M. (2011). Expenditures on sport apparel: Creating consumer profiles through interval regression modelling. *European Sport Management Quarterly*, 11(3), 251-274.
17. Solncev, I.V. (2012). Роль индустрии спорта в развитии современной экономики, [Economic and Social Changes: Facts, Trends, Forecast]. Экономические и социальные перемены: факты, тенденции, прогноз, 6 (24), 155-167. In Russian.
18. Stevens, J., Lathrop, A., & Bradish, C. (2005). Tracking Generation Y: A contemporary sport consumer profile. *Journal of Sport Management*, 19(3), 254-277.
19. Taks, M. and Késenne, S. 2000. The economic significance of sport in Flanders. *Journal of Sport Management*, 14(4): 342-365.
20. Taks, M., Renson, R. and Vanreusel, B. 1999. Consumer expenses in sport. A marketing tool for sport and sport facility providers?. *European Journal for Sport Management*, 6(1): 4-18.
21. Wicker, P., Breuer, C. and Pawlowski, T. 2010. Are sports club members big spenders? Findings from sport specific analyses in Germany. *Sport Management Review*, 13(3): 214-224.
22. Yoshida, M. (2017). Consumer experience quality: A review and extension of the sport management literature. *Sport Management Review*, 20(5), 427-442.