



THE RESEARCH of CONSUMERS' PREFERENCES for DETERMINING the ACTIVE MARKETING MIX in the MARKET of SPORTS GOODS

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ABSTRACT

In this study, demand change and direction for especially sports goods have been examined and marketing mix decisions necessary for fertility and efficiency have been revealed for the firms that present these goods. In the study, a questionnaire was applied to 1013 students and the data was analysed in a computer based statistic program. According to the results of the research, eight sub-dimensions rose for the usage of sports goods and their preferences. These dimensions are concrete characteristics, original (corner) markets, fashion and aesthetic variables, outlet marketing and electronic media, brand loyalty, mediator stores with department, promotion and price-quality comparison. It has been proposed that marketing mix decisions for the sports goods made according to the research results will contribute to fertile and active marketing activities and meet the needs of the consumers well.

Keywords: Sport Marketing, Sports Goods, Marketing Mix, Consumers' Preferences, Purchasing

SPOR ÜRÜNLERİ PİYASASINDA AKTİF PAZARLAMA KARMASI BİLEŞENLERİNİN TESPİTİNE YÖNELİK MÜŞTERİ TERCİHLERİ ARAŞTIRMASI

ÖZET

Gerçekleştirilen bu araştırma ile özellikle spor mallarına yönelik talebin değişimi ve yönü incelenmeye çalışılarak, bu malları sunan firmaların etkinlik ve verimlilik için oluşturması gereken pazarlama karması kararları ortaya konmaya çalışılmıştır. Araştırmada birincil elde veri toplama yöntemi olarak 1013 öğrenciye yüz yüze anket uygulanmış ve veriler bilgisayar destekli istatistik programında analiz edilmiştir. Araştırma sonuçlarına göre, spor mallarının kullanımında ve tercihlerinin açıklanmasında sekiz alt boyut ortaya çıkmıştır. Bunlar; somut özellikler, orijinal corner mağazalar, moda ve estetik değişkenler, outlet mağazacılık ve elektronik ortam, marka bağlılığı ve sadakati, departmanlı aracı mağazalar, tanıtım ve tutundurma ve son olarak fiyat kalite karşılaştırmasıdır. Araştırma sonuçlarına göre oluşturulacak spor mallarına ilişkin pazarlama karma kararlarının firmaların daha etkin ve verimli şekilde pazarlama faaliyetlerini gerçekleştirmesine ve tüketicilerin ihtiyaçlarının daha iyi karşılanmasına katkı sağlayacağı öngörülmektedir.

Anahtar Kelimeler: Spor Pazarlaması, Spor Ürünleri, Pazarlama Karması, Müşteri tercihleri, Satın Alma

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INTRODUCTION

Economic, social and technological changes have seriously affected the life styles, habits and perspectives of people. In order to relax and become prepared to the hardships of life, the most important activity for the people who have a busy life is sport. Besides, consumers who become conscious about health have been leaning towards sport and the related activities and have spent money and time for this kind of activities. All these changes and increasing investments of the government have played an important role on the development of sports goods sector. The most updated example of this is healthy life companies against obesity made throughout the country lately. Societies who became conscious about healthy life have been turning towards the regular physical activities or at least making an effort on this subject. Food habit is the other change on healthy life. The common idea of most of the healthcare organizations is that sedentary life style is the main reason for lots of illnesses today. This life style described as the physical activity deficiency have been accepted as the common problem of most of developed and developing countries and have been seriously tackling on this.

Both the state policies and conscious consumers have been turning towards sport and physical activities. Depending on these developments, like sport marketing, marketing of sports goods became an important subject to be searched as a developing and growing sector. Sport marketing is a marketing field that there are a lot of studies and on it and different thoughts on its description. Sport marketing is a much wider concept than selling of sports goods and services, sponsorship and public relationship of any kind of sport activity (Blann ve Armstrong, 2007:193). According to Pitts and Stotlar (2002), sport marketing is the production, pricing, promotion and place of sports goods and sport activities in order to meet the needs of consumers and companies (Pitts and Stotlar, 2002: 79). According to another description, sport marketing with its wide meaning is the implementation of marketing principles to the goods in sport industry such as goods, human, service, idea (reported by Argan and Katırcı, 2008). Sport marketing with its narrow meaning is the sponsorship, advertisement and the other promotion activities examined with regards to marketing communication. Although this narrow scope was examined in the studies, studies on sports goods aren't frequent and it confronts us as a

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deficiency. The most important need for examining the sports goods differently from the other goods is that these goods aren't only sport oriented but also used in every day life and this situation can create very important marketing planning differences for both target market selection and product orientation. According to Mullin, Hardy and Sutton (2000), the difference from the other goods and services and uniqueness of sport have been told as follows;

- ✓ Sport has abstract aspects, for instance, you can feel the products but not the real competition between two teams.
- ✓ Sport is subjective and heterogeneous. Experiences and comments can vary from person to person.
- ✓ Sports have been affected from inconsistent and unforeseen reasons.
- ✓ The services related to sport are produced and consumed simultaneously.
- ✓ Sport includes the emotions and has fanatics (Mullin et al., 2000).

The most important requirement for being successful on marketing and getting more market share from the rising markets is to be able to become consumer and market oriented. So, the most important marketing activity for the companies that operate in the market of sports goods is to examine the market of sports goods again and form the marketing plan according to this. With this study, the possible changes in the markets of sports goods will be able to be revealed in terms of consumer preferences and how the marketing mix decisions that are needed to be formed suitable to marketing plans must be will be able to be told. According to Blann and Amstrong, marketing plan is strategy forming for reaching the enterprise to its aims and marketing mix is to change and set the mix items (on the basis of product-price-place and promotion) in accordance with the aims and goals (Blann and Amstrong, 2007: 193). Accordingly, for a successful sport marketing, marketing mix needs to be set in accordance with the strategies. While doing this, as a basic necessity of marketing perceptivity, the consumers' demand, need and sense have to be examined within the understanding of being consumer-wise.

The marketing of sports goods application field hasn't been studied very much and especially it has been at issue as a subject that must be examined based on the differences of sports goods usage. It has been observed that we meet very different activity fields for evaluating the sports sector in terms of marketing. The first of these is marketing the support of

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local managements and central administration to the sport and sportive activities. When considered from this point of view, the announcement of every kind of activities to the target group, which are executed in terms of combining, reintegration to the society and creating a healthy individual, and ensuring participation are the important marketing subjects for the sports sector. Secondly, the implementation of sponsorship and promotion activities applied within the scope of social responsibility project of the companies. These applications are the fields where marketing mostly used in the sports sector and it is at the forefront with the dimension of communication. Thirdly, there is the subject of marketing sports goods. Sport industry is divided into three departments: the department of sportive performance, the department of sportive production, the department of sportive promotion (reported by Argan and Katırcı, 2012:7). This study is especially focused on determining the consumer preferences for increasing the effectiveness of marketing decisions for sports goods on the department of sportive production.

With the simplest description, product concept in marketing is a thing meeting the human's needs. These products consist of goods, things that is concrete and meet the need, and services. The concept of sports products is the goods, services or both of them made for providing benefit to its fanatics, participants and sponsors (Argan and Katırcı, 2008: 21). When examined in terms of benefits of sports goods, the people using these goods are essential and primary. As the sports goods are different compared to the other goods about marketing, these goods constitute basic data for this study. These differences observed qualitatively are as follows;

- ✓ The communication processes of sports goods brands come to the fore depending on the fanaticism and especially intense interest to some sports branches.
- ✓ The sports goods are demanded because of self-benefit, but there are serious demands except for the self-benefit.
- ✓ Especially on purchasing for children, children's demands and interventions are more in decision processes compared to the other goods.

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Except for the items above, it has been observed that the market of sports goods has an oligopoly market structure and it can be said that especially strong brands have a bigger market share than the other brands. We can state that the preference reasons for the sports goods are seriously more different than the others in the light of qualitative observatory data and concepts in literature.

The decisions that need to be made depending on the consumers' preferences in marketing are about product-price-place and promotion. These decision variables are called as marketing components or marketing mix items. The twelve controllable variables based on 1960s by Neil Borden (1964) reduced to four (Product-Price-Place and Promotion) by Jerome McCarthy and these basic components were formed as 4p (Constantinidies, 2006: 408). 4p concept has been regarded as the basic variable of marketing decisions for years (Jobber, 2001). The changing environmental conditions and competition have made 4p inadequate in various marketing fields. So, different approaches were asserted and decision variables were increased or differentiated. In today's marketing understanding, the differentiation of marketing mix items have to be different depending on the increasing competition and changing consumers' demands.

With this research, it is aimed to determine the consumers' preferences which is efficient for marketing of sports goods in sport industry increasing day by day and expanding to all the socio-cultural basis. With this study, it can be revealed how the preferences of consumers for sports goods are formed and what are the marketing components for these preferences. It is observed that most of the studies about sport marketing has become widespread on sports services and advertisement activities, but it is confirmed that studies on sports goods are not enough. So, this study can provide determining effective strategies on marketing of sports goods as an important marketing field for the sport industry.

I. Method and Hypothesis

The method of this study is the face to face questionnaire method as a descriptive study. The questionnaires were made on 18-25 year old young consumers as the target group. The

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research was made on 1013 students in ten universities (Kırıkkale University, Gazi University, Ondokuz Mayıs University, Bülent Ecevit University, Dokuz Eylül University, Pamukkale University, Mersin University, Atatürk University, İnönü University). Sample choice was made via random sampling method. First, the universities were chosen randomly and then the sample was formed from different faculty students by including the School of Physical Education and Sports students. As the target group was very big, sampling method was used. Although 384 students are statistically sufficient for sampling, the questionnaire was applied to 1013 students to increase the reliability.

In the study, the questionnaire method which is a primary data gathering method among data gathering methods was carried out. The data was analysed in SPSS 18 program and the comments were made according to these results. The questions in the questionnaire are demographic questions, preferences for brands of sports goods, sports activities and finally marketing components scale for sports goods. The scale was adapted by the researchers according to the basic marketing components and its intrinsic consistency was searched. In the study, basic statistical data were used at first and then the factor analyse was carried out. According to the factor analyse results, the meaningful difference with parametric tests was tried to be determined by demographic variables of sub-factor groups and their brand preferences. The hypothesis formed accordingly are as follows;

- ✓ Marketing components for sports goods preferences show meaningful difference by sex.
- ✓ Marketing components for sports goods preferences show meaningful difference by being or not being the students of physical education and sports departments.
- ✓ Marketing components for sports goods preferences show meaningful difference by doing or not doing sport.
- ✓ Marketing components for sports goods preferences show meaningful difference by the money spent to the sports goods.

II. Findings

According to the results of the research, 88% of the students is from the departments of physical education and sports and 12% is from the other university departments. 39% of the

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samples is female and 61% is male in the study. The single samples in the study have a high proportion as 94% and the highest age group interval is between 21-25 with the proportion of 66%. Also, according to the research results, the students whose families have the highest level of income up to 2000TL is 75%. When the spending groups were examined, the highest spending group is 500TL with the proportion of 71% (Table 1).

According to the research results, 86,1% of participants is regularly doing sport and 13,9% is not. One of the most important reasons for this result is that the students from the departments of physical education and sports are much more and the young generation is more conscious about this subject (Table 1).

Table 1: Demographic variables, the situation of regularly doing sport or not, the annual expense amount for the sports goods

The Department	N	%	Age	N	%	Money Spent	N	%
The school of Physical Education and Sports	421	41.6	15-20	213	21	0-200 TL	365	36.0
Faculty of Education (The Department of Physical Education and Sports Teaching)	471	46.5	21-25	671	66.2	201-400 TL	218	21.5
Other	121	11.9	26-30	101	10	401-600 TL	212	20.9
			31-35	28	2.8	601-800 TL	70	6.9
Doing/Not doing sport	N	%	Total	1013	100	801-1000 TL	61	6.0
Yes	872	86.1				1001 TL and up	87	8.6
No	141	13.9						
Income of the Family	N	%	Money spent (Monthly)	N	%	Sex	N	%
500 - 1000 TL	390	38.5	300 - 500 TL	725	71.6	Male	614	60.6
1001 - 2000 TL	381	37.6	501 - 700 TL	159	37.6	Female	399	39.4
2001 - 3000 TL	146	14.4	701 - 900 TL	61	6.0	Marital Status	N	%
3001 - 4000 TL	53	5.2	901 - 1100 TL	34	3.4	Married	54	5.3
4001 - 5000 TL	43	4.3	1101 TL and up	34	3.4	Single	959	94.7

According to the research results, the expense amounts for the sports goods are annually 200 TL with the proportion of 36%, 400TL with the proportion of 21,5%, 600 TL with the

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proportion of 20,9%, 800TL with the proportion of 6,9%, 1000TL with the proportion of 6% and up to 1000TL with the proportion of 8,6% (Table 1).

Table 2: Factor Analyse for the Preferences of Purchasing Sports Goods

Variables		FY	ÖD	A V %	TV %	Sig
Factor 1: Dimension of the Product	I prefer light sports goods	.696	8.457	22.254	22.254	
	I pay attention to buy ergonomic sports goods	.635				
	It is important that the sports goods should be suitable to the branch	.627				
	I pay attention to the type of sportive activity when buying the goods.	.616				
	It is important that the sports goods purchased be durable.	.571				
	I buy the sports goods according to seasonal usage.	.567				
	I prefer the colours of the sports goods for using on daily life	.564				
Factor 2: The Dimension of Original (corner) Store	I think that new season products are more.	.720	3.182	8.373	30.627	
	I think that there are much more styles in the original (corner)stores	.679				
	I think that the guarantee conditions of the products are easier in the original (corner)stores.	.676				
	I pay attention to the visuality of the sports goods in the stores	.572				
	I prefer to buy the sports goods from the original (corner)stores of brands.	.536				
Factor 3: The Dimension of Fashion and Aesthetic	Fashion concept is important in purchased sports goods.	.788	2.335	6.144	36.770	
	Aesthetic is important in purchased sports goods.	.645				
	Brand is primarily important in purchased sports goods.	.609				
	I pay attention to purchase the sports goods that the others don't have.	.539				
	Prize is quality indicator for the purchased sports goods.	.499				
Factor 4: Outlet Stores-Price Preferences - Electronic media and Brand	I use the internet for buying the sports goods.	.651	1.669	4.391	41.162	
	Outlet stores are prior for me when buying sports goods.	.639				
	I prefer the sponsored brands of my supported team for purchased goods.	.600				
	I don't care for the high prizes when buying the sports goods.	.547				
	Preferences of the others get my preferences easier when purchasing.	.463				
	I think that unknown but expensive brands provide more psychological benefit to me when buying the sports goods.	.408				
Factor 5: The Dimension of Brand Loyalty Preference	There are brands that I always prefer when buying sports goods.	.692	1.402	3.689	44.851	
	I pay attention to the sports goods to be original	.598				
	I prefer the brands I used beforehand when buying the sports goods.	.578				
	I pay attention to the known brands when buying the sports goods.	.524				
Factor 6: The Dimension of Stores with mediator department	I think that there are more styles in the stores like YKM.	.804	1.263	3.323	48.174	
	I prefer to buy the sports goods from YKM and the other mediator stores.	.691				
	I think that there is comparison opportunity in the mediator stores like YKM.	.638				
<i>Tablo 2 (devamu)</i>						

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Factor 7: The Dimension of Advertisement and Communication	I always pay attention to the TV advertisements of the sports goods.	.732	1.223	3.217	51.391
	I pay attention to the advice and guidance of the shop assistance when buying the goods.	.679			
	The internet advertisements and banners about the sports goods attract my attention.	.516			
	I am impressed from the famous sportsmen when buying the sports goods.	.445			
Factor 8: The Dimension of Prize-quality comparison and discounted products	I compare the prizes of the brands when buying the sports goods.	.710	1.113	2.928	54.319
	I prefer the cheap brand when comparing the brands with similar quality.	.672			
	Prize is important for me when buying the sports goods.	.545			
	I pay attention to the campaigns and discounts when buying	.418			

In the research, eight sub-factor group has been formed according to varimax rotational factor analyse carried out for the preferences of the sports goods. These factor groups are The Dimension of the Product, The Dimension of Original (corner) Store, The Dimension of Fashion and Aesthetic, Outlet Stores-Price Preferences - Electronic media and Brand, The Dimension of Brand Loyalty Preference, The Dimension of Stores with mediator department, The Dimension of Advertisement and Communication and The Dimension of Prize-quality comparison and discounted products. These eight factor groups constitute 54% of the total variant. As the p value is .000 and KMO value is .889, we can state that the factor analyse of the scale is suitable and sufficient. Also, according to the reliability research result carried out for the reliability of the scale, scale is reliable on high level (Alfa:.899) (Table 2).

According to factor analyse results, 54% of the consumers' sports goods preferences can be described. When the variants that the factor sub groups are observed, it has been understood that the variables for the product like practicality, colour, suitability to the sport and durability appeared in the first factor group and 22% of purchasing behaviour was explained by this. According to the analyse result, the second variable is related to the preference of the sports goods purchased especially from original (corner)stores. The third variable that needs to be emphasised for the purchasing behaviour is fashion and aesthetical worry; outlet marketing and electronic media is the fourth variable, brand loyalty is the fifth, shopping from the mediator stores with departments is the sixth, advertisement and promotion is the seventh and prize-quality comparison and discounted products is the last variable. Realization of marketing components for the sports goods according to this eight sub group has been increasing the

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marketing and purchasing success. Accordingly, product, purchasing place, fashion, brand, advertisement and prize-quality comparisons are the components that need to be decided separately (Table 2). According to the research results, while the preferences of consumers for sports goods show meaningful difference on sub-dimensions of marketing components, they don't show meaningful difference on some ($p < 0.05$). The sub-dimensions of marketing components that sex shows a meaningful difference are preferences for the original (corner) stores, preferences for outlet stores and perception for brand loyalty. So, it can be concluded that females prefer meaningfully the original (corner) stores on their preferences for sports goods and males go to the outlet stores. We can observe according to the regression factor score averages that males have more brand loyalty in terms of the brand loyalty perception which shows a meaningful difference according to the sex. So, forming the marketing strategies that will be made for the sports goods according to these variables that show meaningful difference on males and females will be able to contribute for the marketing success. As a result, "Marketing components for sports goods preferences show meaningful difference by sex" hypothesis is admitted partially (Table 3).

Table 3: Independent t Test for Determining the Meaningful Difference between Purchasing Sports Goods and Sex

	Sex	N	Avg.	p
The Dimension of Product	Female	399	-.0613	.117
	Male	614	.0397	
The Dimension of Original (Corner) Store	Female	399	.0822	.035
	Male	614	-.0532	
The Dimension of Fashion and Aesthetic	Female	399	-.005	.898
	Male	614	.003	
Outlet Stores-Electronic Media and Brand-Price Preferences	Female	399	-.099	.011
	Male	614	.0644	
The Dimension of Brand Loyalty Preference	Female	399	-.0955	.015
	Male	614	.0618	
The Dimension of Stores with Mediator Department	Female	399	.0484	.216
	Male	614	-.0313	
The Dimension of Advertisement and Communication	Female	399	.0103	.792
	Male	614	-.006	
The Dimension of Price-Quality Comparison and Discounted Products	Female	399	-.0552	.158
	Male	614	.0357	

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According to the research results, while one of the independent variables “being/not being a student in a department related to the sports” shows a meaningful difference on some sub-groups, it doesn't show on some. So, the sub-dimensions of marketing components showing a meaningful difference are the dimension of product, the dimension of preference from the outlet stores, the dimension of preference from the mediator stores, the dimension of perception for the advertisement and communication efforts and the dimension of prize-quality and preference of discount products ($p < 0.05$). according to the regression factor score averages, it has been concluded that the dimension of product for the sports goods in the faculty of education, department of physical education teaching and the school of physical education and sports is much more important. So, it can be said that students from the departments related to the sports are more conscious about the characteristics of the sports goods preferred (Table 4).

It is observed that the students from the departments related to the sports are more positive than the others about the outlet store preference and they prefer meaningfully the outlet marketing more. Also, it occurs meaningfully that the faculty of education, the department of physical education teaching students and the other department students prefer the stores with mediator department, but the school of physical education and sports students don't prefer these stores. The group in which the perception for the advertisement and communication studies of the brands is meaningfully different and more positive than the other faculties is the students of physical education teaching. Finally, it has been concluded that the departments that not related to the sports prefer discount products and compare prize and quality. So, it can be said that the students from the departments related to the sports are interested in the dimension of the benefit of the product and do shopping from the outlet stores, but the students from the other departments act more emotional. As a result, “Marketing components for sports goods preferences show meaningful difference by being or not being the students of physical education and sports departments” hypothesis is admitted partially (Table 4).

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Table 4: Anova Test for Determining the Meaningful Difference of the Purchasing Preferences of the Sports Goods according to the Department Studied

Reg. Factor Groups	Departments	N	Mean	p	F
Product Dimension	The School of Physical Education and Sports	421	.005	0.13	4.353
	Faculty of Education, Physical Education and Sports	471	.057		
	The others	121	-.243		
The Dimension of Original (Corner) Store	The School of Physical Education and Sports	421	-.081	.065	2.734
	Faculty of Education, Physical Education and Sports	471	.040		
	The others	121	.125		
The Dimension of Fashion and Aesthetic	The School of Physical Education and Sports	421	.045	.265	1.329
	Faculty of Education, Physical Education and Sports	471	-.054		
	The others	121	.057		
Outlet Stores-Electronic Media and Brand-Prize Preference	The School of Physical Education and Sports	421	.049	.000	9.819
	Faculty of Education, Physical Education and Sports	471	.051		
	The others	121	-.376		
The Dimension of Brand Loyalty Preference	The School of Physical Education and Sports	421	-.004	.931	.071
	Faculty of Education, Physical Education and Sports	471	.010		
	The others	121	-.025		
The Dimension of Stores with Mediator Department	The School of Physical Education and Sports	421	-.160	.000	9.323
	Faculty of Education, Physical Education and Sports	471	.112		
	The others	121	.117		
The Dimension of Advertisement and Communication	The School of Physical Education and Sports	421	-.087	.006	5.119
	Faculty of Education, Physical Education and Sports	471	.106		
	The others	121	-.115		
Prise-The Dimension of Quality Comparison and Discount Products	The School of Physical Education and Sports	421	-.096	.012	4.414
	Faculty of Education, Physical Education and Sports	471	.037		
	The others	121	.187		

According to the research results, purchasing preferences of the groups doing sport or not doing sport has shown meaningful difference on some sub-factor groups ($p < 0.05$). So, the sub-dimensions of marketing components showing a meaningful difference are the dimension of product, the dimension of the outlet and electronic media shopping, the dimension of brand loyalty. According to the results, the variables like the suitability, usefulness and solidity of the product for the students doing sport show a meaningful difference compared to the students not doing sport and it has been observed that the students doing sport give more importance to this dimension. The perception of the students doing sport are more positive in terms of outlet and electronic media shopping preferences, and the dimension of brand loyalty has been observed

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more on the students not doing sport. So, we can conclude that the brand loyalty of the students not doing sport is higher. As a result “Marketing components for sports goods preferences show meaningful difference by doing or not doing sport” hypothesis is admitted partially (Table 5).

Table 5: Independent t Test for Determining the Meaningful Difference according to the Students doing/not doing sport in terms of the Preferences of Purchasing the Sports Goods

Reg. Group	Fact. Sport	N	Avg.	p	Reg. Fact. Group.	Sport	N	Avg.	p
Product Dimension	Doing	872	.062	.000	The Dimension of Original (Corner) Store	Doing	872	-.013	.266
	Not doing	141	-.390			Not doing	141	.087	
Outlet Stores-Electronic Media and Brand-Prize Preference	Doing	872	.033	.008	The Dimension of Brand Loyalty Preference	Doing	872	-.028	.021
	Not doing	141	-.207			Not doing	141	.180	
The Dimension of Stores with Mediator Department	Doing	872	.015	.219	The Dimension of Advertisement and Communication	Doing	872	.010	.383
	Not doing	141	-.096			Not doing	141	-.068	
Prize-The Dimension of Quality Comparison and Discount Products	Doing	872	-.023	.062	Total: 1013				
	Not doing	141	.147						

According to the research results, the expense levels spent to the sports goods have shown difference meaningfully on many sub-groups. The only group that doesn't show difference is “Outlet Stores-Electronic Media and Brand-Prize Preferences” sub-group. All expense level on the other sub-marketing components shows a difference meaningfully ($p < 0.05$) (Table 6).

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Table 6: Test for Determining the Meaningful Difference of the Purchasing Preferences of the Sports Goods according to the Money Spent

Reg. Fact. Group.	Groups of Money Spent	N	Avg.	p	f	Reg. Fact. Group.	Groups of Money Spent	N	Avg.	p	f
Product Dimension	0-200 TL	365	-.044	.005	3.346	The Dimension of Original (Corner) Store	0-200 TL	365	-.270	.000	10.035
	201-400 TL	218	-.116				201-400 TL	218	.069		
	401-600 TL	212	.040				401-600 TL	212	.173		
	601-800 TL	70	-.067				601-800 TL	70	.308		
	801-1000 TL	61	.102				801-1000 TL	61	.341		
	1001 TL +	87	.366				1001 TL +	87	.047		
The Dimension of Fashion and Aesthetic	0-200 TL	365	-.154	.000	10.014	Outlet Stores-Electronic Media and Brand-Prize Preference	0-200 TL	365	-.026	.110	1.799
	201-400 TL	218	-.123				201-400 TL	218	-.012		
	401-600 TL	212	.001				401-600 TL	212	-.101		
	601- 800 TL	70	.204				601-800 TL	70	.195		
	801-1000 TL	61	.371				801-1000 TL	61	.234		
	1001 TL +	87	.534				1001 TL +	87	.071		
The Dimension of Brand Loyalty Preference	0-200 TL	365	-.316	.000	18.816	The Dimension of Stores with Mediator Department	0-200 TL	365	-.042	.013	2.901
	201-400 TL	218	-.093				201-400 TL	218	-.049		
	401-600 TL	212	.276				401-600 TL	212	.163		
	601- 800 TL	70	.137				601- 800 TL	70	-.009		
	801-1000 TL	61	.411				801-1000 TL	61	.206		
	1001 TL +	87	.486				1001 TL +	87	-.238		
The Dimension of Advertise ment and Communic ation	0-200 TL	365	-.033	.011	2.993	Prize-The Dimension of Quality Comparison and Discount Products	0-200 TL	365	.089	.002	3.797
	201-400 TL	218	-.027				201-400 TL	218	.073		
	401-600 TL	212	.107				401-600 TL	212	.010		
	601- 800 TL	70	-.135				601- 800 TL	70	-.099		
	801-1000 TL	61	.348				801-1000 TL	61	-.203		
	1001 TL +	87	-.189				1001 TL +	87	-.363		

According to the research results, it has been observed that the more expense level on sports goods increases, the more important the product dimension is. It can be said that the students who buy more sports goods behave more consciously about the usefulness, durability and suitability of the product. Also, the preference for the original (corner)stores has higher average in high expense groups and it is meaningfully different. Except for this, it has been concluded that fashion-aesthetic concerns and brand loyalty are meaningfully more important in high expense groups (Table 6).

It is obvious that 400-600TL and 800-1000TL expense groups have more positive difference than the other expense groups for the stores with mediator department and communication-advertisement efforts. Low expense groups are more careful about Prize-quality comparison and discount products that is the last marketing component and this sub-variable is

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admitted as more important for the low expense groups. So, high expense groups prefer the corner stores about placing, it is observed that the quality of the product is more important for these groups, fashion-aesthetic concern is important and brand loyalty is higher. The lower the expenses for the sports goods get, the more effective the students behave more carefully about prize-quality comparison and discount products. So, "Marketing components for sports goods preferences show meaningful difference by the money spent to the sports goods." hypothesis is admitted partially (Table 6).

CONCLUSION AND SUGGESTIONS

According to the research results, eight sub-dimensions have risen for describing the consumers' preferences for the sports goods. The first dimension that consumers consider about the preferences of the sports goods is about the concrete characteristics of the product, and the second dimension is about going to the original (corner)stores for the sports goods. The third variable that must be considered carefully is the fashion and aesthetic concerns, the fourth variable is outlet marketing and electronic media, the fifth variable is brand loyalty, the sixth one is shopping from the stores with the mediator department, the seventh one is advertisement and promotion and the last variable is prize-quality comparison and discount products. So, carrying out the marketing components for the sports goods according to these eight sub-groups will increase the marketing and purchasing success. Product, place, fashion, brand, advertisements and prize-quality comparison are the components that must be considered separately.

In his study, Altunbaş (2007) stated that sport marketing components have basically four items (product, prize, place and promotion) and defended that each of these mix items was integrated to the marketing communication with separate communication efforts and emphasized that these components became 5p with public relations (Altunbaş, 2007). In his study, Doğru (2003) identified the marketing components for the sport marketing, and gathered the marketing components in seven factor sub-group; these are the place of organization, public relations, personnel, use charge, promotion, communication, product quality and transport

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factors. With this study made in sport centres, Doğru studied on service concept in the sport industry (Doğru, 2003). In their study about brand preference on sports products, Yazıcı and et al. (2010) stated that consumers preferred brand with the proportion of 72% when purchasing products and the points that the consumers give importance when preferring the brand were quality, durability, design, usefulness, reliability, security, fashion and health (Yazıcı and et al., 2010:36-43). According to the research results, it has been observed that females prefer meaningfully the original (corner) stores on their preferences for sports goods and males go to the outlet stores. Except for this, it can be said that males have more brand loyalty in terms of the brand loyalty perception. So, forming the marketing strategies for the sports goods according to the variables showing meaningfully difference on males and females will be able to contribute to the marketing success.

We can briefly summarize the studies and results for the sports goods in the literature as follows; in their study, Imanzadeh and Asghari (2011) found that the cycle of producing-consuming was very much in sports goods, but the consumers had a lack of conscious on this subject. According to this research results, it was arisen that 72% of sellers thought the profit, but 64% of consumers thought to buy cheaper goods (Imanzadeh and Asghari, 2011:2157-2160). In their study about the factors that affects the expenses for the sports goods, Candemir and Zalluhoğlu (2012) determined six group variables for the perceptions of the consumers on the expenses related to the sport. These sub-variables are supporting a team, enjoying watching, reference groups, the perception for the benefits of doing sport, the perception of isolating from the daily life with sport and the level of success of the supported team (Candemir and Zalluhoğlu, 2012:29-39).

According to the research results, it is concluded that the product dimension for the sports goods is more important in the school of physical education and sport and the faculty of education department of physical education teaching. It can be said that the students from these departments behave more consciously about the characteristics of the sports goods. It is obvious that the students from the physical education departments prefer outlet store much more than the other department students. The students who prefer discount products and make prize-quality

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comparison are from the other departments. So, it can be stated that the students from the physical education departments are interested in the benefit dimension of the product and prefer the outlet stores, but the students from the other departments act more emotional about purchasing the sports goods.

According to the research results, the variables like the suitability and solidity of the product have shown difference meaningfully for individuals doing sport compared to not doing sport, and it has been occurred that the people doing sport give more importance to this dimension. While the people doing sport have a more positive perception on shopping preferences in outlet and electronic media, the dimension of brand loyalty has been observed on the people not doing sport. So, it can be said that the people who don't do sport regularly have higher brand loyalty perception. Besides, the other important result is that the people who buy much more sports goods are more conscious on usefulness, durability and suitability of the product. Also, it has been concluded that fashion-aesthetic concerns and brand loyalty are meaningfully more in higher expense groups.

In conclusion, it has been observed that the consumers have different preferences and hopes according to their demographic characteristic on marketing efforts for the sports goods. Meeting the expectations and behaving consumer-wise as the need for the modern marketing understanding will come into question only with differentiating and changing the marketing components in terms of consumers' demands. According to the differences here, changing the marketing activities will increase the fertility and effectiveness for marketing the sports goods and provide adherence of new brands in the market where the market concentration is higher.

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