

e-Spor Tüketimi ve Tüketici Motivasyonları

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ÖNSÖZ

e-Sporun ortaya çıkışından bu yana geleneksel sporlar kapsamında değerlendirilip, değerlendirilemeyeceğine dair süren kavramsal ikileme rağmen, e-Spor gerek sosyal, gerekse de ekonomik olarak önlenemez bir yükseliş içerisinde varlığını sürdürmekte ve her geçen gün daha da büyük bir kitleye hitap etmektedir. Özellikle e-Spora ilişkin küresel pazar payı ve izleyici sayısının sürekli artışı ve e-Sporun uluslararası spor organizasyonlarında mücadele edilecek bir branş olarak yer almasına yönelik girişimler e-Sporun milyar dolarlık küresel bir endüstri olmasına katkı sağlarken, dünyanın önde gelen yayıncı, firma ve spor kulüplerinin e-Spora yönelmesine de neden olmuştur. Bu noktada farklı bakış açıları kapsamında e-Sporun geleneksel sporlar gibi değerlendirilip, değerlendirilemeyeceğine dair tartışmalar süredursun, e-Spor içerisinde barındırdığı ekonomik-sosyal değerler ve bu değerlerin yanı sıra taşıdığı yüksek potansiyel nedeni ile yönetilmesi gereken, aynı zamanda bilimsel ilgi ve araştırmayı hak eden bir alan/olgu olarak ortaya çıkmıştır. Bu noktada e-Sporun gerek spor yönetimi, gerekse de spor pazarlaması perspektifinden araştırılması ve geliştirilmesi gereken bir kavram olduğu ifade edilebilir. Tüm bu bilgilerin ışığı altında bu araştırma; Türkiye'deki e-Spor tüketicilerinin, e-Spor tüketim motivasyonlarını ve tüketim biçimlerini belirleme amacıyla gerçekleştirilmiştir.

Bu çalışmanın ortaya çıkmasından, tamamlanmasına kadar geçen süreç içerisinde, değerli bilgi, görüş ve tecrübelerini esirgemeyen, gerek akademik bağlam gerekse de hayata dair görüşü, önerileri ile öğreten ve vizyonumu geliştiren, Doç. Dr. Velittin BALCI'ya teşekkürlerimi sunarım.

Çalışma kapsamında literatür bilgisi ve veri toplama aşamalarında yardımını eksik etmeyen, çalışmaların daha nitelikli olması adına emek harcayan Arş. Gör. Tolga TUNA'ya teşekkür ederim.

Hayatımın her aşamasında daha "iyi" olabilmem için elinden geleni esirgemeyen, yol gösteren, destek olan değerli hocam Doç. Dr. Hakan KATIRCI'ya teşekkür ederim.

Varlığı ile yanımda olan, destekleyen, sabreden, eşim Sevda GÖKCE YÜCE'ye gönülden sonsuz teşekkür ederim.

Ve tabii ki dünyaya geldiği andan itibaren her anın ne kadar kıymetli olduğunu anlamamı sağlayan, hayatıma anlam katan, "Aslan Oğlum" Aslan YÜCE'ye kucak dolusu teşekkür ederim.

SİMGELER VE KISALTMALAR

%	Yüzde
α	Cronbach's Alpha
AFA	Açımlayıcı Faktör Analizi
AGFI	Adjusted Goodness-of-Fit Index (Düzeltilmiş İyilik Uyum İndeksi)
CFI	Comparative Fit Index (Karşılaştırmalı Uyum İndeksi)
CR	Yapı Güvenirliği (Construct Reliability)
df	Serbestlik derecesi
DFA	Doğrulayıcı Faktör Analizi
ETÖ	e-Spor Tüketim Ölçeği
GFI	Goodness-Of-Fit Index (İyilik Uyum İndeksi)
KGO	Kapsam Geçerliği Oranı
KMO	Kaiser-Meyer-Olkin Testi
N	Frekans
NFI	Normed Fit Index (Normlaştırılmış Uyum İndeksi)
NNFI	Non-Normed Fit Index (Normlaştırılmamış Uyum İndeksi)
r	Korelasyon
RMSEA	The Root Mean Square Error of Approximation (Yaklaşık Hataların Ortalamasının Karekökü)
YEM	Yapısal Eşitlik Modeli

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