

SÜRDÜRÜLEBİLİR SPOR TÜKETİCİSİ DAVRANIŞI

Yazarlar

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Hakan KATIRCI

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ÖNSÖZ

Küresel gündemin en önemli konularından biri olan sürdürülebilirlik ve sürdürülebilir kalkınma, gerek insanlığın var olan ihtiyaçlarını karşılamak ve yaşam niteliğini arttırmak, gerekse de gelecek nesillerin gereksinimlerini karşılayabilmek adına oldukça önemli ve üzerinde durulması gereken hususlardan biri haline gelmiştir. Buna paralel olarak sporun doğaya etkileri, sürdürülebilir tüketim ve sürdürülebilir kalkınma gibi kavramlar spor yönetimi ve spor pazarlaması alanında da önemli ve araştırılmaya değer konular olarak ortaya çıkmaktadır. Ünlü yönetim bilimci Peter Drucker var olan durumların bilinmesi ve yönetilmesine yönelik “ölçemediğiniz hiçbir şeyi kontrol edemez, kontrol edemediğiniz hiçbir şeyi yönetemezsiniz” ifadelerini kullanmaktadır. Bu noktada, bu çalışma dünyadaki en önemli endüstrilerden biri olan spor endüstrisi içerisinde gerçekleşen sporda tüketim davranışlarının gerek ölçülmesi gerekse de yönetilebilmesi adına önemli olduğu düşüncesinden hareketle gerçekleştirilmiştir.

Bu çalışmanın ortaya çıkmasından neticelenmesine kadar tüm süreçlerde değerli bilgi, görüş ve tecrübelerini esirgemeyen, sadece tez çalışması ile sınırlı kalmayıp akademik gelişim ve ilerlememe her daim olumlu katkıları ile bana yönen, iyi bir insan ve iyi bir akademisyenin nasıl olacağını her fırsatta bana gösteren ve tez izleme jürimde bulunarak çalışmama nitelik kazandıran değerli hocalarım Prof. Dr. Alper Çabuk'a ve Doç. Dr. Velittin BALCI'ya en içten teşekkürlerimi sunarım.

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Tüm iyi niyetiyle, her konuda elinden geleni yapan, yardımını esirgemeyen bir abla, bir dost gibi desteğini hissettiğim Figen ŞENER HEPER'e katkıları için teşekkür ederim.

Dünümde, bugünümde, bu günlere gelmemde en büyük pay sahibi olan, emeklerinin karşılığını hiçbir zaman ödeyemeyeceğim annem Gönül TÜRKBAL YÜCE'ye, babam Tuğrul YÜCE'ye ve ağabeyim Murat YÜCE'ye bugüne kadarki fedakârlıkları ve maddi-manevi desteklerinden dolayı teşekkür ederim.

Yer, zaman ve mekândan bağımsız olarak her daim varlığı ile yanımda olan, destekleyen, sabreden, beraber ağlayan, beraber gülen, yol arkadaşım, eşim Sevda GÖKCE YÜCE'ye gönülden sonsuz teşekkür ederim.

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SİMGELER VE KISALTMALAR

%	: Yüzde
α	: Cronbach's Alpha
AFA	: Açıklayıcı Faktör Analizi
AGFI	: Adjusted Goodness-of-Fit Index (Düzeltilmiş İyilik Uyum İndeksi)
AVE	: Açıklanan Ortalama Varyans (Average Variance Extracted)
BM	: Birleşmiş Milletler
CFI	: Comparative Fit Index (Karşılaştırmalı Uyum İndeksi)
CR	: Yapı Güvenirliği (Construct Reliability)
df	: Serbestlik derecesi
DFA	: Doğrulayıcı Faktör Analizi
GFI	: Goodness-Of-Fit Index (İyilik Uyum İndeksi)
IOC	: International Olympic Committee (Uluslararası Olimpiyat Komitesi)
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
RMR	: Root Mean Square Residual (Artık ortalamaların karekökü)
RMSEA	: The Root Mean Square Error of Approximation (Yaklaşık Hataların Ortalamasının Karekökü)
SRMR	: Standardized Root Mean Square Residual (Standartlaştırılmış Hata Kareleri Ortalamasının Kare Kökü)
ss	: Standart Sapma
SSTDÖ	: Sürdürülebilir Spor Tüketicisi Davranışı Ölçeği
UN	: United Nations
WCED	: World Commission on Environment and Development (Dünya Çevre ve Kalkınma Komisyonu)
WOM	: Word of Mouth Communication (Ağızdan Ağıza İletişim)
\bar{X}	: Aritmetik Ortalama
YEM	: Yapısal Eşitlik Modeli

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