

SÜRDÜRÜLEBİLİR SPOR TÜKETİCİSİ DAVRANIŞI

Yazarlar

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*Bu tez çalışması BAP Komisyonunca kabul edilen 1706S375 no'lu proje kapsamında desteklenmiştir.

ISBN

978-625-7275-51-4

Kitap Adı

Sürdürülebilir Spor Tüketicisi Davranışı

Yazarlar

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Yayın Koordinatörü

Yasin Dilmen

Sayfa ve Kapak Tasarımı

Akademisyen Dizgi Ünitesi

Yayıncı Sertifika No

47518

Baskı ve Cilt

Vadi Matbaacılık

Bisac Code

SPO000000

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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 yön veren, 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.

Aynı doğrultuda gerek yaşıntım gerek tez çalışmam gerekse de akademik hayatım boyunca desteğini bir an bile esirgemeyen, gece-gündüz demeden her koşulda yanımda olan, beni yönlendiren, bana fırsat veren ve bana güvenen, bir danışmandan çok daha fazlası olarak nitelendirebileceğim tez danışmanım Doç. Dr. Hakan KATIRCI’ya tüm bu uzun ve zorlu süreçlerde her daim yanımda olduğu ve desteğini hiçbir zaman esirgemediği için teşekkür ederim.

İyi günde, kötü günde her anlamda ve her koşulda yanımda olan, bana destek veren, beni motive eden çalışma arkadaşlarım, dostlarım Arş. Gör. Volkan Aydoğdu ve Arş. Gör. Ümit Can BÜYÜKAKGÜLe tüm katkıları ve destekleri için teşekkür ederim.

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.

Tüm bunlara ek olarak doktora eğitimim boyunca “2211-A Genel Yurt İçi Doktora Burs Programı” kapsamında çalışmalarımı destekleyen Türkiye Bilimsel ve Teknolojik Araştırma Kurumu (TÜBİTAK)'a teşekkür ederim.

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	: Doğrulamalı 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

İÇİNDEKİLER

ÖNSÖZ.....	iii
SİMGELER VE KISALTMALAR	v
BÖLÜM 1	
GİRİŞ	1
1.1. Sorun.....	4
1.2. Amaç	5
1.3. Önem	6
1.4. Varsayımlar	6
1.5. Sınırlılıklar	7
BÖLÜM 2	
ALANYAZIN	9
2.1. Tarihsel Süreç İçerisinde Sürdürülebilirlik Kavramı	9
2.2. Sürdürülebilir Kalkınma ve Boyutları.....	12
2.2.1. Sürdürülebilir Kalkınma ve Çevresel Boyut.....	14
2.2.2. Sürdürülebilir Kalkınma ve Sosyal Boyut	16
2.2.3. Sürdürülebilir Kalkınma ve Ekonomik Boyut	18
2.3. Tüketim Kavramı ve Spor Tüketimi	19
2.3.1. Tüketim Türleri	20
2.3.1.1. Basit tüketim	20
2.3.1.1.1. Zorunlu Tüketim.....	21
2.3.1.1.2. Ayrıntılı Tüketim.....	21
2.3.1.1.3. Müsamahakâr Tüketim	21
2.3.1.2. Karmaşık Tüketim	22
2.3.1.2.1. Zengin Tüketim (Varlık Tüketimi).....	22

2.3.1.2.2. Gösterişçi Tüketim	22
2.3.1.2.3. Sembolik Tüketim	23
2.3.2. Sporda Tüketim	25
2.4. Tüketici Davranışları ve Sporda Tüketici Kavramı	25
2.4.1. Motive/Güdülenmiş Bir Davranış Olarak Tüketici Davranışı	26
2.4.2. Birçok Aktivite İçeren Bir Davranış Olarak Tüketici Davranışı	27
2.4.3. Bir Süreç Olarak Tüketici Davranışı	27
2.4.4. Zaman ve Karmaşıklık Açısından Farklılıklar Gösteren Bir Davranış Olarak Tüketici Davranışı	28
2.4.5. Farklı Roller İçeren Bir Davranış Olarak Tüketici Davranışı	29
2.4.6. Dış Faktörlerden Etkilenen Bir Davranış Olarak Tüketici Davranışı	30
2.4.7. Bireylere Göre Farklılık Gösteren Bir Davranış Olarak Tüketici Davranışı ..	31
2.5. Tüketici Davranışlarına Yönelik Teoriler.....	32
2.5.1 Klasik (Açıklayıcı) Davranış Modelleri	32
2.5.1.1. Marshall'ın Ekonomik Modeli.....	32
2.5.1.2. Pavlov'un Koşullu Öğrenme Modeli	33
2.5.1.3. Freud'un Psikoanalitik Modeli	33
2.5.1.4. Veblen'in Sosyal-Psikolojik Modeli	34
2.5.1.5. Maslow'un İhtiyaçlar Hiyerarşisi Modeli	34
2.5.2. Modern (Tanımlayıcı) Davranış Modelleri	35
2.5.2.1. Howard-Sheth Modeli	35
2.5.2.2 Engel, Blackwell ve Miniard Modeli.....	38
2.5.2.3 Assael Modeli	40
2.5.2.4 Nicosia Modeli.....	42
2.6. Sporda Tüketici Davranışı	44
2.6.1. Spor Ürünü	45
2.6.2. Sporda Tüketici Grupları	49
2.6.2.1. Aktif Spor Tüketicileri.....	49
2.6.2.2. Pasif Spor Tüketicileri	50
2.6.2.3. Somut Spor Ürünleri Tüketicileri	50
2.6.2.4. Spor Etkinlik Tüketicileri	50
2.6.3. Sporda Tüketici Davranışı Modeli	51

2.6.3.1. Dış Çevre.....	52
2.6.3.2. Organizasyonel/Örgütsel Çevre	53
2.6.3.3. Müşteri Bağlamı	53
2.6.3.4. Marka Tutumu	53
2.6.3.5. Satın Alma Davranışı ve Davranışsal Niyet.....	53
2.6.3.6. Satın Alma Sonrası Tepkiler-Değerlendirmeler	55
2.7. Sürdürülebilir Tüketim Kavramı.....	56
2.7.1. Sürdürülebilir Pazarlama Uygulamaları	59
2.7.1.1. Ekolojik Pazarlama.....	59
2.7.1.2. Yeşil Pazarlama	60
2.7.1.3. Sürdürülebilir Pazarlama	61
2.7.2. Sürdürülebilir Tüketici Davranışı.....	63
2.8. Sporda Sürdürülebilir Tüketim ve Tüketici Davranışı.....	67
2.8.1. Sporda Çevresel Sürdürülebilirlik ve Tüketici Davranışı	69
2.8.2. Sporda Ekonomik Sürdürülebilirlik ve Tüketici Davranışı	71
2.8.3. Sporda Sosyal Sürdürülebilirlik ve Tüketici Davranışı	73

BÖLÜM 3

YÖNTEM..... 77

3.1. Araştırmanın Modeli	77
3.2. Evren ve Örneklem.....	78
3.3. Veri Toplama Tekniği ve Aracı.....	78
3.3.1. Sürdürülebilir Spor Tüketicisi Davranışı Ölçeğinin Geliştirilmesi	78
3.3.1.1. Yapıların Belirlenmesi	80
3.3.1.2. Ölçek İfadelerinin Oluşturulması	81
3.3.1.2.1. Spor ve Sürdürülebilir Kalkınma Algısı	82
3.3.1.2.2. Çevre Duyarlılığı.....	83
3.3.1.2.3. Etkinliğe Katılım	85
3.3.1.2.4. Ağızdan Ağıza İletişim	87
3.3.1.2.5. Etik Davranış	89
3.3.1.2.6. Ürün Tüketimi.....	90
3.3.1.2.7. Satın alma niyeti	91

3.3.1.3. Uzman Görüşleri	92
3.3.1.4. Pilot Çalışma	93
3.4. Veri Analizi	103
BÖLÜM 4	
BULGULAR VE YORUM.....	105
4.1. Sürdürülebilir Spor Tüketicisi Davranışı Ölçeği'nin Nihai Uygulama Sonuçlarına İlişkin Bulgular	105
4.1.1. Sürdürülebilir Spor Tüketicisi Davranışı Ölçeği'nin Psikometrik Nitelikleri.....	105
4.1.1.1. Aykırı Değerlerin Belirlenmesi	105
4.1.1.2. Normal Dağılımın İncelenmesi	106
4.1.1.3. DFA Analizleri	107
4.1.1.3.1. Birinci Düzey DFA Analizi.....	107
4.1.1.3.2. İkinci Düzey DFA Analizi.....	109
4.1.1.3.3. İkinci Düzey Çok Faktörlü DFA Analizi.....	111
4.1.1.4. Nihai Uygulamaya Ait Güvenirlik Sonuçları	114
4.1.2. Tanımlayıcı İstatistikler	116
4.1.3. Varyans Analizleri	118
4.1.4. Korelasyon Analizi	129
4.1.5. Faktör ve boyut ortalamaları	130
BÖLÜM 5	
SONUÇ TARTIŞMA VE ÖNERİLER	131
5.1. Sonuç ve Tartışma	131
5.2. Öneriler	142
5.2.1. Sonuçlara İlişkin Öneriler	142
5.2.2. Gelecek Çalışmalara Yönelik Öneriler	145
KAYNAKÇA.....	147

KAYNAKÇA

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