



THE INVESTIGATION OF THE RELATIONSHIP BETWEEN SPORTS PRODUCT CONSUMERS AND INDIVIDUAL INNOVATIONS AND SHOPPING BEHAVIORS

Abdurrahman Kepoğlu¹ⁱ,

Okan Çengel²,

Şenol Yanar³

¹Assoc. Prof. Dr., Muğla Sıtkı Koçman University,
Faculty of Sport Science, Turkey

²Muğla Sıtkı Koçman University,
Faculty of Sport Science, Turkey

³Dr., Muğla Sıtkı Koçman University,
Faculty of Sport Science, Turkey

Abstract:

The purpose of this study is to investigate the relationship between sports product consumers' individual innovativeness and shopping behavior patterns. The survey also has found that sports consumers are more likely to be concerned about their age, gender, marital status, education level, occupational status, whether they regularly play sports, whether they prefer to do other activities instead of sports, what they pay attention to in sports activities, monthly shopping spending, whether there are any significant differences in personal information, such as whether they use imitations of branded products in sporting goods. A total of 585 sports product consumers, 346 men, and 239 women, voluntarily participated in the research conducted in the provinces and districts of Muğla (Ortaca, Köyceğiz, Dalaman). In order to collect data in the survey, a questionnaire consisting of five sections was used. In the first part of the questionnaire, demographic characteristics form 11 questions prepared in accordance with the purpose of this research, individual innovation scale in the second part, scale of purchasing behaviors of sports consumers in the third part, scale to determine the dimensions of purchasing behavior with shopping ambition in the fourth part, In the section, a scale was used to determine the dimensions of purchasing behavior. When the results obtained from the research are evaluated, it is seen that as the level of

ⁱ Correspondence: email abdurrahmankepoglu@mu.edu.tr

individual innovativeness of the sports product consumers increases, the level of purchasing behavior of the hedonistic also increases. It has been determined that the relationship between innovation behaviors of sports consumers and shopping attitudes is related to the purchasing behavior dimensions of sports consumers and the innovation behaviors of sports consumers.

Keywords: sports product consumers, individual innovations, shopping behaviors

Introduction

There are many different definitions and interpretations of the sport. In many definitions, there are definitions that are accepted as common although different expressions are used. When we look at the definitions generally accepted in the literature; a process involving win-win, technical and physical effort in terms of sportsmen, a process of aesthetics based on competition in terms of audience, and a mirror reflecting social characteristics are finally an important social institution.

Since Sports as a social phenomenon is a multi-dimensional concept, different authors have presented different definitions and opinions about the definition of sport. This is because; (Dalkılı, 2011). Sport represents the main skills and struggles that human beings have gained in struggling with nature, in an individual or collectively peaceful way, parallel to the increase in leisure time, and through simulation, (Fisek, 1998). It is as old as the existence of mankind in the universe that the material of the human being, together with the elements of ideas and soul, is to be trained for certain purposes. The movement, which is the most important symptom of life, is also the main means of body training at the same time (Alpman, 1972, Yazici, 2014). Sports are confronted with chronologically when people start to live in societies. In the days when wars were based on body power, the sport was almost a preparation period for war. As a matter of fact, the definition of sport is made from the historical perspective. It is a disciplined collective play style that is based on sport, competition, and competition, and matures warlike forces. (Erkal, 1978; Yazıcı, 2014). In examining the meaning and concept of sport, it has been predicted that it will be more useful to investigate the social and economic dimensions of sports rather than the physiological dimension of sport, in order not to break away from the main theme of our study.

Today, most of the work done by machines makes health problems in individuals increasing due to lack of movement, so physical activities gain importance from an individual point of view. (Yıldız, 2008; Yıldız,2012) .The sports centers attract a significant part of people's interest in physical activities in the face of disadvantages of

technological developments. The health and fitness movement is a rapidly growing phenomenon worldwide, and the growing demand has made sports centers an industry (Yildiz, 2010). Especially the development of professional sports has provided the emergence and development of subsidiary service branches. In this direction, sport produces an important business area. Sport, on the other hand, is also influencing the country's governance in terms of international policy. Countries see sport as an ideological, social and political means of propaganda and seeking financial gain by attracting some of the international organizations in order to stimulate tourism by advertising the country (Yıldız, 2010). Sports can provide significant and great contributions to the revitalization and development of the local and national economy. Major organizations such as the Olympics and branches competed for every week, such as football and basketball, affect other economic activities (purchasing, consumption, etc.) directly or indirectly except for providing employment only (Çetin, 2011). To this end, the sports industry must be an industry where governments and other sports governing bodies are making long-term investments and ensuring sustainability. Strategic vision, development plans can be achieved with good financial policies and sustainability (Karaca, 2011). To sum up, sports services offered to customers in a wide range of channels, through one of the most important sectors of the economy, and through profit-oriented or non-profit organizations, physically, psychologically and sociologically as well as economically, directly or indirectly affecting people. Features have an important place in the sports service economy, which provides significant economic mobility in developed countries (Yıldız, 2010).

The development of technology, the time spore and the increase of the preeminence, the increase of the effect of the sports industry to the GNP motivated the investors to open sports centers. Millions of people in the world use these sports centers to control their health and contribute to the development of the sports economy (Mahony, 2001). According to Pitts and Stottler (2002), the arrival of sports organizations and encounters to billions of people has also led to an increase in the cash resources that are passed into the sporting industry. Compared to the sports industry, it has shown remarkable growth in a short period of time. Horizontal growth within the sports industry was created by new sports entrepreneurs entering new markets and adding new products to the industry. Vertical growth has been the result of factors such as the participation of women in traditional sports such as basketball and volleyball and the increase of market and product items. Items in the sports industry can be listed in general terms as follows: participants; entertainment, tools and clothing; promotional products; sports facilities and management services. The elements that make up the sport and the supporting sub-sectors create a large economy. Some of the reasons why

sports can achieve such a great economic volume are as follows (Katırcı, ađlarılmak Uslu, Kaytancı, zata, Erge, 2013):

1. Development and numerical increase of new and different sports activities;
2. Increase of individual's free time;
3. Increase in sports products and technological developments in market segments;
4. Increase of sub-fields and training opportunities in sports management, marketing, and economics, formation of professional support services;
5. Sports' becoming a global commodity.

The structure of the sports industry differs according to other industries. Variables such as age, gender, occupational status, income structure, culture and living environment, ethnicity, size of the living zone, working hours, free time are considered as variables that are highly discussed in the development of the sports economy when a comparison is made in this sense. (Naoyuki, Komatsu, Mano, Nakamura, Kimura, Harada, Nakamura, Miyauchi, 2003).

The above-mentioned developments help us; it has led to the idea that the level of individual innovativeness and shopping behaviors should be determined by individuals who consume sports products. This will also determine whether there is a relationship between the two concepts. On the other hand, the differences or similarities between the levels of the two concepts of the demographic structures of the individuals consuming the sports product will enable us to see how they perceive the consumption of sports products. Therefore, the concepts of consumer, consumption and consumer behavior, consumption of consumer goods and consumers, individual innovativeness are explained below.

1. Consumer, Consumption Concept and Consumer Behavior

Consumption and consumer are among one of the most spoken and discussed concepts of the recent years. Consumption; refers to the action of consumers to purchase and use goods and services. In this sense, consumption is present in every period of humanity. Over time, more efforts have been made to sell the producers. These efforts are aimed at better understanding consumers, examining consumption behaviors and revealing trends in future consumption. For this reason, research on consumers is of great importance in adapting production to consumption, as well as in directing consumer behavior in advertising messages (Aslan, 2012). The consumer concept has many definitions and explanations in the literature. When we look at these definitions, we can use the following expression as a common view; Consumer definition is the people, organizations, and institutions that can be satisfied, spendable and spending demand

and spending (İlban and Ark., 2011). In his book *Marketing Principles of Mucuk* (2009), he defined the consumer as; the consumer is a person or persons who receive a certain value of cash goods and services in order to meet their personal needs. We can say that he is the person who bought the goods or services to meet his wishes and needs. People who are constantly buying a product or service, who have a certain brand loyalty, are called buyers, who make purchases on behalf of the customer or on behalf of others (KaynaŐ, 2012). In the modern approach, consumption is considered as the process of meeting the requirements for the purpose of obtaining benefits. On the contrary, Baudrillard, as a postmodern thinker, expresses consumption as an "indicator system" rather than satisfying requirements as a desire for any property to remove the utility from it. Consumption as a means by which an individual expresses and positions himself/herself is a process of meaning and communication (Papatya and zdemir, 2012).

1.2. Consumer Behavior

In today's highly competitive environment, the growth of businesses, the expansion of structures, the necessity of managers to make quick decisions on matters such as customers and their behaviors, needs, preferences and complaints have made it necessary to establish a relationship with the consumers in a timely manner, to analyze the changing consumer structure and behavior, to require a scientific view and to establish the necessary systems in this regard (KaynaŐ, 2012). Those who buy goods and services and use them are called customers or consumers, respectively. Concepts such as "customer", "consumer" and "buyer" are often confused and used interchangeably (Bahar, 2008; İŐlek, 2012). The only way to understand consumers' preferences and wishes is to make an inference by looking at their behaviors and to get a view of the outcome. In order to do this, it is first necessary to question what the concepts of "behavior" and "consumer behavior" are (Aslan, 2012).

1.3. Sports Product Consumption and Consumers

Sports product consumers consist of participants and athletes. Audiences consume the services that others produce. The situation is a little different for the participants. Elite athletes organize their lives with certain programs, such as a worker, in order to demonstrate the necessary performance in terms of elite sporting characteristics. In other words, they are carrying out production activities by doing some kind of work for the consumption of others. However, mass sportsmen produce sports or physical activities for their own consumption in their free time outside their primary work (Yıldız, 2010). A basic sports product is produced and consumed at the same time.

Competition, competition, and activity-based sport are abstract, unstable, experiential and subjective. The focus here is on the basis of sporting activity. Of course, sports equipment is a must, but what is mentioned here is sports events and competitions. Satisfying the consumer will be difficult at large, as sports consumers are highly subjective of what they see in a spade (Press and Argan, 2009). As a consumer of a sporting event, the level of service to meet the expectations of the attendees shows the performance benefit. Participation of the quiche as a consumer in the sports program expresses the benefit of the ease of reaching the expectation at a minimum (Ekinci and İmamođlu, 2002).

The consumption of the sporting product is generally carried out in a common, or at least public, area with other persons, in other words, where other persons are present. The result is not only an important determinant in terms of social circulation, the number and composition of people who are present at the same time, their function and actions, and the type and power of their relations, but also constitutes a part of the sporting product (Breuer and Thiel, 2011). Sports products are generally collectively consumers and consumer satisfaction is constantly affected by the social situation. In the quarter-final match of the 2008 European Football Championship, a European audience shakes the Turkish flag or friendships with other countries are satisfactorily affected. Indeed, there is a characteristic of collective consumption of sports products. It is impossible for the sailor alone to watch the match by isolating himself from other people. Reaction to the game, co-founded communication, crowd psychology, etc., the effect on the satisfaction obtained from the spore (Press and Argan, 2009).

There are some issues that are important in terms of sports product consumption and consumers, and if these things happen right in time and place, the basic elements of sports marketing are realized and the consumer is satisfied with the goods or services he wants to consume. When we look at these issues;

- Determining the wishes and needs of spectators and participants who are sports product consumers.
- Stimulating the interest of the sports product to be presented to the customer and to use it for the promotion or promotion for sale.
- Satisfying the wishes and needs of consumers (Press and Argan, 2009).

Sports goods production takes place in special areas such as the stadium. Consumption, however, can be in the area where the sporting product is produced, as well as in different places with mass media. While a number of consumers in the production field is limited, there is no limit to the consumption of mass media. So, the seating capacity of a stadium is unique and does not rise above this capacity. However, anyone who wishes to watch a sporting event broadcast on a TV or radio can consume

it, for example, by watching or listening. In the place where the sporting goods are produced, there is a tendency for the atmosphere to life instantly. Among the reasons for watching TV or listening to the radio are; economic reasons, occupational occupation, time incapability, location difference. For example, the presentation of the server, giving some statistical information about previous sports events, instant statistical information, seeing the positions closely, watching the positions again (Yıldız, 2010).

1.4. Individual Innovative Concept

Innovation is related to the concept of change inherent in life. The changes that occur in nature, the changes that occur in the structures of society and the desires of people to change require innovation. It is possible to adapt to changing conditions or to change the conditions as desired but to innovate (Akdođan and Karaarslan 2014). Innovation has become a status, success, entertainment, pleasure (Demirel, 2014), not just to meet the basic needs due to the demands of consumers in the age of consumption as well as the desire to buy new products and goods or to try new products in consumers. In pursuit of unpredictable intellectual and emotional intelligence "*while the values of protective approach motivate people to establish a permanent and specific relationship with the people they are close to, institutions or traditions*". As the shopping behavior on the internet requires differentiation and innovation according to the classical methods, it can be considered that this dimension of the personal value structure can explain the differences in attitudes towards internet shopping and shopping behavior on the internet (Devrani, 2007).

1.5. The Model of the research

In this study, the screening method was used to determine the relationship between individual innovative shopping behaviors of sports product consumers. Researchers in the screening method; They start out with a theoretical or practical research problem, they ask questions on many things at once, make empirical measurements, analyze the data they get, test many hypotheses in a single scan. (Neuman, 2007) The opinions of sports consumers regarding the relationship between individual innovativeness and shopping behavior were tried to be quantitatively determined.

1.5.1. Universe and sampling

While the universe of the research constitutes the sports product consumers living in the province of Muđla, the sampling is made up of 585 sports product consumers participating voluntarily.

1.5.2. Data Collection Tools

In order to determine the relation between individual innovative and shopping behaviors of sports consumers in the research, 20 questions in the Individual Innovation Scale, 11 questions in the Procurement Buying Behavior Scale, 8 questions in the Scale to Determine the Sizes of the Shopping Passion and Purchase Behavior, and 7 questions in the Scale to Determine the Sizes of the Procurement Behavior exist.

A. Individual Innovation Scale

Innovativeness Scale (IS) developed by H. Thomas Hurt, Katherine Joseph, and Chester, D., Cook was used to determine the level of innovativeness and the innovation category to which the participants generally belong. The scale measures innovativeness in a general sense and treats innovation as a "willingness to try something new" at the personal level (Hurt et al., 1977). Innovation, therefore, responds to new and different things. The scale is indicated in the literature as one of the four dimensions (Jackson Personality Inventory, NEO Personality Inventory, and Innovativeness Scale) that best measure innovation in the overall dimension (Kılıer, 2010; Goldsmith and Foxal, 2003). In the Individual Innovation Questionnaire adapted by Kılıer and OdabaŐı (2010), it is determined that the reliability of the scale is 20% and the internal consistency coefficient of the factor structures is 0.74. Individual innovation scores were calculated and those who score above 68 according to the directive were considered highly innovative, while those who score 64 or below were considered low in innovation. Individual innovation scores were evaluated according to the following guidelines. Individual innovation score = 42+ (1,2,3,5,8,9,11,12,14,16,18 and the sum of the 19th items) - (4,6,7, 10, 13, 15, 17 and 20); 80 and more points Innovative, between 69 and 80 points Leader, between 57 and 68 points interrogator, between 46 and 56 points Skeptic, 46 points below Classified as traditionalist.

Cronbach's alpha value was found to be 0.89 in the reliability analysis of sports product consumers. It has been subjected to the Shapiro-Wilk test as to whether sports consumers' individual innovation scores are normally distributed. The Skewness value is found to be -0.616 and the Kurtosis value are found to be 2,495. It was determined that the scores were not distributed normally because of the grade of importance ($p < 0,05$). For this reason, nonparametric test statistic was used in the analysis of data.

B. Procurement Purchasing Behavior Scale

Developed by Babin, Darden, and Griffin (1974), the questionnaire consists of 11 questions. According to the reliability analysis results, the Cronbach alpha value was found to be 0.79. A total of two factors with a factor load of 0,838 to 0,471 were obtained

between the items. In the factor analysis, KMO value was found as 0.879. Factor 1 of the procurement behavior "Making shopping pleasure" 2. The factor was named as "to shop to get rid of the ordinariness of daily life". In the analysis of reliability made for the consumers of Scorbon, Cronbach's alfa value was 89, and the consumers were subjected to the Shapiro-Wilk test about whether their purchasing behavior scores were normally distributed. The Skewness value was -0,228 and the Kurtosis value was 0,153. It was determined that the scores were not distributed normally because of the grade of importance ($p < 0,05$). For this reason, nonparametric test statistic was used in the analysis of data.

In the evaluation of the obtained data; correlation analysis at 0.05 significance level to determine the correlation between two variables. Kruskal Wallis test was used at 0,05 significance level to determine the difference between the Mann Whitney U test at the significance level of 0.05 and the difference between the mean values of three or more variable group values in order to determine the difference between the two variable group values averages.

2. Findings

Individual innovativeness levels of sporting goods and service consumers; 2,4% are innovative, 2,7% are traditionalists, 19,0% are pioneers, 30,8% are skeptics and 45,1% are interrogators. Sports consumers are predominantly in the interrogator category. In terms of purchasing behavior and shopping ambition and service consumers' shopping ambition, they are predominantly "paying and having a passion for expenditure". The sporting material and service are predominantly "paying and having a passion for expenditure" in terms of consumer purchasing behavior.

Table 1: Relationship-Oriented Correlation Analysis between Consumer Innovation and Shopping Behavioral Forms of Sports Consumers

Individual Innovation Behavior	Procurement with Pleasure Behavior	Buying with Shopping Ambivalence Behavior Dimension	Procurement Behavior Dimensions
Pearson correlation	,378**	,265**	,172**
p	,000	,000	,000
N	585	585	585

There is a positive correlation between individual innovativeness behaviors and delinquent purchasing behaviors. ($P < 0.01$)

Individuals have a positive correlation between innovation behaviors and shopping ambitions and purchasing behaviors. ($P < 0.01$)

There is a positive correlation between individual buyer behavior dimensions and individual innovativeness behaviors. ($P < 0.01$)

Table 2: The Difference between Individual Innovation Behavior Level and Individuals' Gender Man-Whitney U Test

Gender	N	Mean Rank	Z	p
Male	346	296,29	-,568	,570
Female	239	288,23		
Total	585			

There is no difference between individual gender and levels of individual innovation behavior. ($P < 0.05$)

Table 3: The Difference between Individual Innovation Behavior and Individual Age Groups, Kruskal-Wallis Test

Age Groups	N	Mean Rank	X ²	df	p
18-25	306	313,68	9,745	5	,083
26-30	107	268,95			
31-35	54	267,52			
36-40	57	268,62			
41-45	31	274,53			
46 +	30	279,12			
Total	585				

There is no significant difference between individual age groups and individual innovation behavior levels. ($P > 0.05$)

Table 4: The Difference between Individual Innovation Behavior and Individuals' Marital Status Man-WhitneyU Test

Marital Status	N	Mean Rank	Z	p
Married	383	303,01	-1,974	,048
Single	205	274,01		
Total	585			

There is a significant difference between the marital status of individuals and the levels of individual innovativeness behaviors. ($P < 0.05$) Single individuals have a higher level of individual innovation behavior than married individuals.

Table 5: The Difference between Individuals' Job Groups and Individual Innovation Behaviors, Kruskal-Wallis Test

Job Groups	N	MeanRank	χ^2	df	p
Titled officer	135	291,32	12,481	9	,188
Untitled officer	110	278,41			
Worker	66	302,04			
Unemployed	14	331,57			
Artificer	8	184,94			
Trader	4	140,62			
Self-employment	16	295,16			
House wife	5	179,40			
Student	202	308,45			
Other	25	276,30			
Total	585				

There is no interest among individual occupational groups and individual innovativeness behaviors. ($P > 0.05$)

Table 6: Differences between Individual Regularly Performed Sports Status and Individual Innovation Behavior Levels, Mann-Whitney U Test

Regular Sports Status of Individuals	N	MeanRank	Z	p
Yes	294	300,12	-1,025	,305
No	291	285,80		
Total	585			

There is no significant difference between individuals doing sports and individual innovation behaviors ($P > 0,05$).

Table 7: Differences between Individuals' Innovation Behavior Levels When Mainstream Activities Preferences When Individuals Will Spend For Sport, Mann-Whitney U Test

Preferences for Other Activities When Individuals Will Spend for Sports	N	Mean Rank	Z	p
Yes	150	258,56	-2,896	,004
No	435	304,87		
Total	585			

There are differences between the levels of individual innovation behaviors and situations in which individuals prefer other activities at the time they will spend on sports. ($P < .005$)

Table 8: Differences between Individuals' Monthly Shopping Expenditure Amounts and Individual Innovation Behavior Level Kruskal-Wallis Test

Monthly Shopping Spend Amounts for Individuals	N	Mean Rank	X ²	df	p
100-250	162	293,06	8,721	6	,190
251-500	129	290,29			
501-750	102	292,79			
751-1000	74	333,75			
1001-1250	46	299,89			
1251-1500I	23	255,39			
1501 and over	49	250,09			
Total	585				

Individuals have no interest in monthly shopping spending amounts and individual innovation behavior levels ($P > 0,05$).

Table 9: Differences between Individual Innovative Behaviors in Individuals' Sports Spending on Monthly Shopping Expenditures Kruskal-Wallis Test

Monthly Shopping for Individuals	N	Mean Rank	X ²	df	p
0	128	268,90	4,605	4	,330
50-100	305	295,40			
101-250	74	319,19			
251-500	38	292,70			
501 and over	40	303,64			
Total	585				

Individuals have no interest in individual innovation behaviors as part of their spending on monthly shopping spending. ($P > 0.05$)

Table 10: Difference between Personal Developmental Behavior Levels When Individuals Prefer Spending Activities for Main Activities When They Will Spend Mann-Whitney U Test

Preferences for Other Activities When Individuals Will Spend for Sports	N	Mean Rank	Z	p
Yes	150	258,56	-2,896	,004
No	435	304,87		
Total	585			

There are differences between the levels of individual innovation behaviors and situations in which individuals prefer other activities at the time they will spend on sports. ($P < .005$)

Table 11: The Difference between Individuals Using Innovative Behaviors of Individuals' Imitation of Branded Products in Sports Products and Man-Whitney U Test

Situations of Individuals Using Imitations of Products in Sports Products	N	Mean Rank	Z	p
Yes	218	286,43	-,725	,468
No	367	296,90		
Total	585			

There is no difference between individuals' use of imitations of branded products in sports products and individual innovation behaviors. ($P > 0.05$)

3. Results and Recommendations

The behavior of sports consumer consumers is based on three main factors: cultural influences (norms of behavior, socialization). Individual effects (motivation, emotion, learning and recall, attitude, perception, rational and nonrational thinking, personality and personality, self). Group effects (imitation and suggestion, family, social effects, ethnic and religious effects, social class, role, the influence of leaders). Therefore, it is necessary to examine the above-mentioned areas in order to be able to follow and examine the changes in consumer behavior of sports product. As the level of individual innovation behavior of consumers in sport products increases, the level of purchasing behavior of purchasers also increases. As the level of individual innovation behavior of sport product consumers increases, behavior levels are also rising. There is a relationship between purchasing behavior dimensions of sports product consumers and innovation behaviors. As a result of studying for teacher candidates made by Ayşe Bitkin in 2012 (Ayşe Bitkin, 2012) as a result of our research findings, it has been found that teacher candidates are included in the questioning category in terms of individual innovation. This finding suggests that prospective teachers prefer to be cautious about innovations and that they prefer to communicate with individuals in the "pioneer" group, the second stage of individual innovation, that they have a long decision-making period to use innovation. In the research conducted by Kerem Kılıçer (Kılıç Kerem, 2011), it was determined that most of the candidates of the computer science education department were in the category of "interrogators" in the research. Considering that the most prominent features of individuals in this category are to act cautiously against

innovations and to conduct research for a long time about innovation, the computer science education department has a tendency to cautiously take the risk of innovations and to investigate and innovate the most. The computer science education department emphasizes that teacher candidates are at least "traditionalists" are included in the category.

Sports product consumers have very low levels of innovative and traditional attitudes. Consumers of sporting products may be said to have few features to retain, to be conservative, to innovate and change, and not to take risks. The fact that the number of these people is very small can be considered positive. But it can also be negatively associated with the likelihood that very few of them liked to take risks that are open to change. On the other hand, a significant proportion of sports product consumers are in the skeptical and questioning category.

Whilst sports consumers purchase sporting goods, sporting products manufacturers must take precautions to remedy the skepticism of consumers, and they must be able to determine what they are questioning in their products and to implement satisfactory practices. Sports consumers' preference for other activities at the time they will spend to consume sporting products negatively affect individual innovation behavior levels. Therefore, in order to improve the individual innovation behaviors in the use of sports products, it is necessary for the individuals to allow time for sport by the institutions related to the production of sports products, to work with the people and to direct the consumers of sports products. In spite of this situation, there is a concern about the individual innovation behavior levels of sports product consumers and the purchasing behavior of purchasers and shopping attitudes. As the level of purchasing and purchasing passion increases, individual innovation behavior levels also increase. This is a general buying behavior culture that is formed in the economy. As this culture evolves, it is estimated that individual innovativeness behaviors of sports product consumers will be positively affected. Particularly in Turkey, the contribution to the annual average sports economy of individuals engaged in sports in private sports centers and the scientific variables that affect the sports economy significantly have not occurred in the pool. This poses a problem for sports economists, researchers, and sports investors. Economists, sports operators, investors, individuals who are the consumer of sports products, policymakers can benefit from the results of the research.

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