IJETS@R
(ISSN: 2587-0238)

Yüzgenç, A. A. & Cin, H. (2023). Sport Consumers and Online Shopping: An Examination of the Relationship Between Decision-Making Styles and Social Media Marketing Activities, *International Journal of Education Technology and Scientific Researches, 8(24), 2219-2231.*

DOI: http://dx.doi.org/10.35826/ijetsar.694

Article Type (Makale Türü): Research Article

SPORT CONSUMERS AND ONLINE SHOPPING: AN EXAMINATION OF THE RELATIONSHIP BETWEEN DECISION-MAKING STYLES AND SOCIAL MEDIA MARKETING ACTIVITIES

Ayşe Aslı YÜZGENÇ
Asst. Prof., Kastamonu University, Kastamonu, Turkey, a.asliyuzgenc@gmail.com
ORCID: 0000-0002-4173-6941

Hülya CİN
Research Assistant, Kastamonu University, Kastamonu, Turkey, hulyacin@kastamonu.edu.tr
ORCID: 0000-0002-8021-3449

Received: 18.04.2023 *Accepted: 15.09.2023* *Published: 01.10.2023*

ABSTRACT

The research aims to determine the effect of sports consumers' decision-making styles regarding their online shopping activities and social media marketing activities on their perceptions and compare these two dependent variables with various demographic variables. The research sample consists of 989 consumers who engage in online shopping. The participants were included in the study using the convenience sampling method. As data collection tools, a Personal Information Form, the "Online Consumer Style Inventory (O-CSI)," and the "Social Media Marketing Activities Scale (SMMA)" were used. Descriptive statistical methods, t-tests, and ANOVA tests were employed to analyze the data. According to the findings, within the O-CSI, the sub-dimensions "high-quality, buying habit consciousness," "brand consciousness," "novelty-fashion consciousness," "price consciousness," and "portability consciousness" show significant differences based on sex and the weekly internet shopping budget. Additionally, the sub-dimensions "high-quality, buying habit consciousness," brand consciousness," "novelty-fashion consciousness," and "portability consciousness" show significant differences based on age groups. At the same time, the sub-dimensions "high-quality, buying habit consciousness," "brand consciousness," "novelty-fashion consciousness," and "price consciousness" show significant differences based on weekly internet shopping duration. Regarding the SMMA scale, no significant differences were found based on sex in all sub-dimensions, but significant differences were identified based on age groups in all sub-dimensions. Furthermore, the SMMA scale shows significant differences based on weekly internet shopping duration in the sub-dimensions "Personalization" and "Word of Mouth" and significant differences based on weekly internet shopping budget in the sub-dimensions "Informativeness" and "Word of Mouth." Correlation analysis results indicate that all sub-dimensions of O-CSI have a significant, moderate, and positive relationship with all sub-dimensions of SMMA. In conclusion, brands' marketing activities on social media effectively determine sports consumers' consumption preferences.

Keywords: Sports consumer, online shopping, decision-making style, social media marketing activities

INTRODUCTION

With the rapid development of technology and media in the last decade, online shopping has become popular worldwide (Lee & Lee, 2019; Tran & Nguyen, 2022). For example, in 2020, over two billion people purchased goods or services online (Coppola, 2022). Nowadays, online shopping has also become popular in the field of sports. Sports consumers visit sports-related websites to purchase tickets for sporting events, buy products related to their favorite teams, and check scores or news about the sports world (Hambrick, Simmons, Greenhalgh & Greenwell, 2010). Mainly, social media is a tool to establish a relationship between sports organizations and sports consumers. Social media channels like Twitter, Instagram, and Facebook are used more frequently by sports organizations to communicate and keep in touch with fans (Pedersen, Parks, Quarterman & Thibault, 2010). Establishing such connections with fans via social media is also essential for the team/sports organization to market its brand (Armstrong et al., 2016; Hambrick et al., 2010). This process is called social media marketing. Social media marketing encompasses the process that enables people, associations, and companies to promote their products, services, or websites and to reach a broad community that cannot be achieved through traditional communication channels (Hübner, 2013).

In a study conducted by the marketing agency SEP, the social media marketing process is defined by the formula “L-I-S-T-E-N.” While each letter of this formula points to a stage in the process, the meaning of the word "listening" is presented as the process's most essential and first stage. The social media marketing process follows: Listen, Identify, Solve, Test, Engage and Nurture. This process benefits organizations by preventing the spread of negative messages about themselves online, turning problems into opportunities, and creating a positive attitude by encouraging people who have had positive experiences with the organization to share (İşlek & Alagöz, 2012).

Dixon, Martinez & Martin (2015) found that social media usage to accomplish the organizational purpose of marketing was considered the most important and successful. Social media marketing is so successful because it can affect the decision-making styles of sports consumers. It is known that the purchase of products includes several factors that could affect each decision of the consumers (Hiu, Siu 2001). According to Sproles and Kenall (1986), there are three ways to characterize consumer decision styles: the psychographic/lifestyle approach, the consumer typology approach, and the consumer characteristics approach. Besides that, Kumar, Dhir, Talwar, Chakraborty & Kaur (2021) discovered that some marketing styles can influence consumers’ perceptions of product images and lead them to consumption behaviors.

As said below, social media marketing is also popular in the sports area. Most football clubs have some social media presence, such as the number of Facebook likes, Twitter tweets, and YouTube videos. Besides that, some teams use social media to market effectively to their fan base (Kuzma, Bell & Logue, 2014). Nisar, Prabhakar & Patil (2018) found that greater customer interactivity through social media can be perceived as attractive and increase spectatorship. Social media marketing activities drive fans’ and spectators’ decision-making styles regarding online shopping.

In this context, this study aims to examine the relationship between the decision-making styles of sports consumers regarding their online shopping and the effect of social media marketing activities on consumer perception.

METHOD

This section includes information about the research model, population sample, data collection tools, data analysis, and publication ethics of the research.

Research Model

The research aims to determine the effect of sports consumers' decision-making styles regarding their online shopping activities and social media marketing activities on their perceptions. In this research, a descriptive survey model was used, which aims to collect data to determine the characteristics of a particular group that are the subject of the research. In the research, survey technique was used as data collection technique.

Selection of Participants

The study group comprises a total of 989 adults, consisting of 482 females (Mean Age=22.96±5.51) and 507 males (Mean Age=24.18±5.77), who were selected using the convenience sampling method among individuals engaged in online shopping. The mean age of the participants is 23.58±5.67 years.

Data Collection Tools

As data collection tools, a "Personal Information Form," the "Online Consumer Style Inventory" (O-CSI), and the "Social Media Marketing Activities Scale" (SMMA) were used in the research.

Personal Information Form

This form consists of questions about the independent variables such as sex, age, weekly internet shopping time, and weekly internet shopping budget to collect information about the individual online shopper.

Online Consumer Style Inventory (O-CSI)

The Online Consumer Style Inventory (O-CSI), developed by Sam and Chatwin (2015) and adapted into Turkish by Bayrakdaroğlu et al. (2017), was used to determine the decision-making styles of sports consumers regarding online shopping. The scale consists of 20 items and seven sub-dimensions. The sub-dimensions of the scale are (1) high-quality, buying habit consciousness; (2) brand consciousness; (3) novelty-fashion consciousness; (4) price consciousness; (5) portability consciousness; (6) website content consciousness; and (7) website interface consciousness. The scale uses a 5-point Likert scale (1-Strongly Disagree, 2-Disagree, 3-Undecided, 4-Agree, 5-Strongly Agree). The internal consistency coefficient calculated during the adaptation study of the scale was found to be 0.74 (Bayrakdaroğlu et al., 2017). In this study, the internal consistency coefficient calculated from the collected data for the scale is 0.86.

Social Media Marketing Activities (SMMA)

In this research, the Social Media Marketing Activities (SMMA) scale, developed by Yadav and Rahman (2017) and adapted into Turkish by Yüksekbilgili (2018), was used to measure the impact of social media marketing activities on consumer perception. The scale consists of 15 items and five sub-dimensions. The sub-dimensions of the scale are (1) Interactivity, (2) Informativeness, (3) Personalization, (4) Trendiness, and (5) Word-of-mouth. The scale uses a 7-point Likert scale (1-Strongly Disagree, 2-Disagree, 3-Slightly Disagree, 4-Undecided, 5-Slightly Agree, 6-Agree, 7-Strongly Agree). The internal consistency coefficient calculated during the adaptation study of the scale was found to be 0.93. In this study, the internal consistency coefficient calculated from the collected data of the scale is 0.91.

Data Collection and Process

The Online Consumer Style Inventory, Social Media Marketing Activities Scale, and personal information questionare were applied to the sport consumers who volunteered to participate in the research via Google Forms on the internet by the researchers. Before applying the scales, the participants were informed about the purpose of the research and the scales. The data obtained from 989 people who participated in the study voluntarily were included. Publication ethics was complied with in our research.

Data Analysis

In the analysis of the data, descriptive statistics methods (frequency, percentage, mean, standard deviation), independent sample T-test, ANOVA, and Pearson Correlation tests were used. Descriptive methods using the Kolmogorov-Smirnov test and coefficients of skewness and kurtosis were used to check the normality of the data. Statistical significance was set at $p<0.05$. Cronbach Alpha coefficient was calculated to determine the reliability of the scales.

FINDINGS

Table 1. O-CSI and SMMA Results by The Sex of The Participants

Scales	Sub-dimensions	Women		Men		*t*(989)	p
		M	*SD*	*M*	*SD*		
O-CSI	High-quality, buying habit consciousness	5.80	2.11	6.14	2.33	-2.389	.017
	Brand consciousness	8.78	2.79	9.50	2.88	-3.986	.000
	Novelty-fashion consciousness	5.80	2.11	6.14	2.33	-2.389	.017
	Price consciousness	11.05	1.47	10.66	1.74	3.742	.000
	Portability consciousness	6.85	1.62	7.20	1.82	-3.145	.002
	Website content consciousness	7.88	1.57	7.85	1.82	0.331	.740
	Website interface consciousness	7.88	1.57	7.85	1.82	0.331	.740
SMMA	Interactivity	14.58	3.68	14.41	3.94	0.703	.482
	Informativeness	14.66	3.75	14.60	3.90	0.247	.805
	Personalization	14.74	3.92	14.65	4.10	0.360	.719
	Trendiness	15.13	3.60	14.87	4.29	1.030	.303
	Word-of-Mouth	14.71	4.47	14.47	4.57	0.821	.412

The results of the T-test performed according to the sex variable showed that the participants' O-CSI "High-quality, buying habit consciousness" t(987)= -2.3, p= .017, "Brand consciousness" t(987)= -3.9, p= .000, "Novelty-fashion consciousness" t(987)= -2.3, p= .017, "Price consciousness" t(987)= -2.3, p= .017, "Portability consciousness" t(987)= -3.1, p= .002 sub-dimension scores differed statistically, O-CSI "Website content consciousness" t(987)= 0.3, p= .740 and "Website interface consciousness" t(987)= 0.3, p= .740 indicates that the sub-dimension scores did not differ statistically significantly.

The T-test results in the independent samples reveal that the scores of the sub-dimensions "Interactivity" t(987)= 0.7, p= .482, "Informativeness" t(987)= 0.2, p= .805, "Personalization" t(987)= 0.3, p= .719, "Trendiness" t(987)= 1.0, p= .303, "Word-of-Mouth" t(987)= 0.8, p= .412 of the SMMA, did not differ statistically according to the sex variable.

Table 2. Results of One-Way Analyses of Variance in Online Consumer Style and Social Media Marketing Activities by Age Groups

Scales	Sub-dimensions	18-20		21-30		31-40		41-50		*F(3,985)*
		M	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	
O-CSI	High-quality, buying habit consciousness	6.75	1.86	7.09	1.95	7.38	1.75	8.45	1.64	8.87*
	Brand consciousness	8.67	2.60	9.19	2.90	3.98	2.33	12.12	2.57	15.47*
	Novelty-fashion consciousness	5.61	2.12	6.06	2.23	6.09	2.20	7.42	2.51	7.55*
	Price consciousness	11.05	1.41	10.76	1.73	10.94	1.47	10.69	1.42	2.18
	Portability consciousness	6.80	1.56	7.05	1.78	7.40	1.75	8.06	1.83	6.39*
	Website content consciousness	25.90	4.25	25.48	4.73	26.86	3.49	25.90	3.98	1.84
	Website interface consciousness	7.85	1.47	7.82	1.80	8.07	1.39	8.57	1.90	2.31
SMMA	Interactivity	14.04	3.54	14.55	3.92	15.76	3.58	15.18	3.97	3.68*
	Informativeness	14.08	3.56	14.75	3.93	15.94	3.68	14.81	3.66	4.21*
	Personalization	14.26	3.77	14.77	4.05	15.88	4.23	14.93	4.54	2.72*
	Trendiness	14.58	3.65	15.08	4.02	16.55	3.35	14.45	5.62	4.04*
	Word-of-Mouth	14.05	4.44	14.68	4.58	16.01	4.09	15.21	4.31	3.35*

*p< .05.

The results of the One-way ANOVA showed that there was a statistically significant difference in age on the "High-quality, buying habit consciousness," "Brand consciousness," "Novelty-fashion consciousness," and "Portability consciousness" sub-dimensions of the O-CSI ($p<0.05$). The results of the One-way ANOVA also showed that there was no statistically significant difference in age on the "Price consciousness," "Website content consciousness," and "Website interface consciousness" sub-dimensions of the O-CSI ($p<0.05$).

The One-way ANOVA results also revealed that there was a statistically significant difference in age on the "Interactivity," "Informativeness," "Personalization," "Trendiness," and "Word-of-Mouth" sub-dimensions of the SMMA ($p<0.05$).

Table 3. Results of One-Way Analyses of Variance in Online Consumer Style and Social Media Marketing Activities by Weekly İnternet Shopping Duration

Scales		10 dk dan az		10 dk		20 dk		30 dk		40 dk		diğer		*F(5,983)*
		M	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	
O-CSI	High-quality, buying habit consciousness	6.67	1.97	7.15	1.95	7.14	1.85	7.46	1.91	7.19	1.87	7.05	1.91	3.74*
	Brand consciousness	8.36	2.59	9.47	3.22	9.92	2.85	9.51	2.82	9.23	2.46	8.97	2.92	7.80*
	Novelty-fashion consciousness	5.21	2.04	6.33	2.29	6.40	2.18	6.21	2.29	6.59	1.98	5.86	2.30	10.67*
	Price consciousness	10.89	1.43	10.54	1.92	10.79	1.50	10.85	1.54	10.76	1.75	11.18	1.72	2.50*
	Portability consciousness	6.87	1.65	6.99	1.97	7.14	1.86	7.18	1.75	6.91	1.69	7.15	1.47	1.07
	Website content consciousness	25.52	4.59	25.13	4.97	25.45	4.68	25.53	4.37	26.14	4.43	26.60	3.89	2.13
	Website interface consciousness	7.78	1.54	7.83	2.01	7.98	1.66	7.74	1.79	7.77	1.75	8.08	1.58	1.02
SMMA	Interactivity	14.14	3.63	14.20	4.16	14.36	3.76	15.12	4.03	14.70	3.83	14.76	3.62	1.68
	Informativeness	14.21	3.67	14.26	4.26	14.61	3.53	15.25	3.63	15.06	4.05	14.82	3.94	2.04
	Personalization	14.55	3.70	13.64	4.60	14.63	4.00	15.08	4.06	15.11	3.87	15.31	3.86	3.33*
	Trendiness	14.78	3.87	14.45	4.24	14.56	4.36	15.46	3.85	15.91	3.48	15.30	3.71	2.83
	Word-of-Mouth	13.61	4.76	14.35	4.78	14.80	4.08	15.26	4.27	15.56	4.50	14.94	4.33	4.46*

*p< .05.

The One-way ANOVA results showed that there was a statistically significant difference in weekly internet shopping duration on the "High-quality, buying habit consciousness," "Brand consciousness," "Novelty-fashion consciousness," and "Price consciousness" sub-dimensions of the O-CSI ($p<0.05$). The results also showed that there was no statistically significant difference in weekly internet shopping duration on the "Portability consciousness," "Website content consciousness," and "Website interface consciousness" sub-dimensions of the O-CSI ($p<0.05$).

The results of the One-way ANOVA revealed that there was a statistically significant difference in weekly internet shopping duration on the "Personalization" and "Word-of-Mouth" sub-dimensions of the SMMA ($p<0.05$). However, the results also showed that there was no statistically significant difference in weekly internet shopping duration on the "Interactivity," "Informativeness," and "Trendiness" sub-dimensions of the SMMA ($p<0.05$).

Table 4. Results of One-Way Analyses of Variance in Online Consumer Style and Social Media Marketing Activities by Weekly İnternet Shopping Budget

Scales		0-200		201-350		351-500		500-800		801-1000		1001-2000		*F(5,983)*
		M	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	
O-CSI	High-quality, buying habit consciousness	6.77	1.90	7.11	1.73	7.67	1.94	7.90	1.95	7.14	2.25	7.77	2.25	8.23*
	Brand consciousness	8.50	2.53	8.94	2.71	10.65	3.17	10.98	3.00	11.14	2.30	11.70	2.94	27.67*
	Novelty-fashion consciousness	5.40	2.05	6.00	2.15	7.28	2.16	7.60	2.15	6.92	1.67	7.55	2.17	29.22*
	Price consciousness	11.00	1.49	10.92	1.61	10.51	1.72	10.16	1.96	10.96	1.95	10.22	2.00	5.51*

	Portability consciousness	6.79	1.60	7.13	1.65	7.26	1.95	7.86	2.14	8.10	1.52	7.03	1.95	8.26*
	Website content consciousness	26.03	4.29	25.42	4.63	25.48	4.20	25.19	5.46	24.89	4.32	23.66	6.19	2.27
	Website interface consciousness	7.78	1.64	7.92	1.75	8.20	1.67	8.20	1.78	7.71	1.60	7.29	2.35	2.32
SMMA	Interactivity	14.14	3.63	14.20	4.16	14.36	3.76	15.12	4.03	14.70	3.83	14.76	3.62	2.11
	Informativeness	14.21	3.67	14.26	4.26	14.61	3.53	15.25	3.63	15.06	4.05	14.82	3.94	4.37*
	Personalization	14.55	3.70	13.64	4.60	14.63	4.00	15.08	4.06	15.11	3.87	15.31	3.86	0.72
	Trendiness	14.78	3.87	14.45	4.24	14.56	4.36	15.46	3.85	15.91	3.48	15.30	3.71	1.50
	Word-of-Mouth	13.61	4.76	14.35	4.78	14.80	4.08	15.26	4.27	15.56	4.50	14.94	4.33	4.98*

*p< .05.

The results of the One-way ANOVA showed that there was a statistically significant difference in weekly internet shopping budget on the “High-quality, buying habit consciousness,” “Brand consciousness,” “Novelty-fashion consciousness,” “Price consciousness,” and “Portability consciousness” sub-dimensions of the O-CSI ($p<0.05$). The results also showed that there was no statistically significant difference in weekly internet shopping budget on the “Website content consciousness” and “Website interface consciousness” sub-dimensions of the O-CSI ($p<0.05$).

The One-way ANOVA results also revealed that there was a statistically significant difference in weekly internet shopping budget on the “Informativeness” and “Word-of-Mouth” sub-dimensions of the SMMA ($p<0.05$) and that there was no statistically significant difference in weekly internet shopping budget on the “Interactivity,” “Personalization,” and “Trendiness” sub-dimensions of the SMMA ($p<0.05$).

Table 5. Results of Correlation Analysis between SMMA and O-CSI

Variables	n	M	SD	1	2	3	4	5	6	7	8	9	10	11	12
1. High-quality, buying habit consciousness	989	7.05	1.93	__											
2. Brand consciousness	989	9.15	2.86	.601**	__										
3. Novelty-fashion consciousness	989	5.98	2.23	.417**	.601**	__									
4. Price consciousness	989	10.85	1.62	-.019**	.057	-.019	__								
5. Portability consciousness	989	7.03	1.73	.331**	.325**	.331**	.135**	__							
6. Website content consciousness	989	25.69	4.52	.068**	.094**	.068*	.490**	.353**	__						
7. Website interface consciousness	989	7.86	1.70	.307**	.238**	.248**	.259**	.347**	.575**	__					
8. Interactivity	989	14.49	3.82	.347**	.284**	.300**	.201**	.324**	.395**	.426**	__				
9. Informativeness	989	14.63	3.82	.316**	.315**	.329**	.132**	.304**	.304**	.320**	.583**	__			
10. Personalization	989	14.69	4.01	.282**	.270**	.298**	.147**	.283**	.285**	.330**	.564**	.641**	__		
11. Trendiness	989	15.00	3.97	.240**	.273**	.308**	.095**	.308**	.273**	.306**	.486**	.560**	.626**	__	
12. Word-of-Mouth	989	14.59	4.52	.320**	.303**	.352**	.072*	.277**	.251**	.302**	.511**	.537**	.567**	.576**	__

*p<.05. **p<.01.

Correlation analysis results indicate that all sub-dimensions of O-CSI have a significant, moderate, and positive relationship among all sub-dimensions of SMMA (p<.05, p<.01).

CONCLUSION and DISCUSSION

In this study, the decision-making styles of sports consumers regarding online shopping and the impact of social media marketing activities were determined by their working status, weekly internet shopping time, and weekly internet shopping budget. The relationship between the sport consumers' decision-making styles and social media marketing activities were also determined. The findings obtained were interpreted in this section and discussed in relation to the previous relevant studies.

It has been determined that the scores of the participants regarding the sub-dimensions "high-quality, buying habit consciousness," “brand consciousness," "novelty-fashion consciousness," and “portability consciousness" of the O-CSI show significant differences based on sex in favor of the males and the sub-dimension “price consciousness” in favor of the females. As in our research, some other research has identified that consumers' consumer decision styles differ according to the sex variable (Zhang, Prybutok & Strutton, 2007). According to a study conducted by the Turkish Statistical Institute in 2021, it was observed that the employment rate for individuals aged 15 and above was 45.2%. This rate was 28.0% for women and 62.8% for men. Women are less employed than men. Based on this research, it can be seen that women who are not employed tend to prefer low-priced products.

In contrast, men, who are more employed than women, seem to prioritize quality, portability, and innovative fashion over women. On the other hand, some studies reveal the opposite situation; for example, Goswami and Khan (2015) and Bayrakdaroğlu and Çakır (2016) found that consumers' consumer decision styles do not differ according to the sex variable. It is possible to obtain different results in different sample groups.

According to our findings, the mean scores of the participants regarding sub-dimensions "high-quality, buying habit consciousness," brand consciousness," "novelty-fashion consciousness,” and "portability consciousness" of the O-CSI show significant differences based on age groups. It has been determined that middle-aged sports consumers have higher mean scores than younger sports consumers. Middle-aged people might have a regular work life; therefore, it can be inferred that they prioritize quality, brand, and innovative fashion more than younger sports consumers. Bayrakdaroğlu and Çakır (2016), who conducted a research with 45 online consumers, investigated no significant difference in consumer decision styles according to their ages. These results contradict our research results.

Due to our study, the mean scores of the participants regarding the sub-dimensions "high-quality, buying habit consciousness," “brand consciousness," "novelty-fashion consciousness," and "price consciousness" of O-CSI show significant differences based on the weekly internet shopping duration. As sports consumers' weekly online shopping durations increase, they are more influenced by product quality, price, brand, and innovative fashion. Sport consumers spend more time on the internet to find the best product.

It has been determined that the scores of the participants regarding the sub-dimensions "high-quality, buying habit consciousness," “brand consciousness," "novelty-fashion consciousness," "price consciousness,” and “portability consciousness" show significant differences based on the weekly internet shopping budget. As sports consumers' weekly shopping budgets increase, they are more influenced by the brands of products, innovative fashion, and portability than sports consumers who allocate less weekly budget. Additionally, it can be said that sports consumers with lower weekly online shopping budgets are more influenced by the prices of products compared to those with higher budgets. Therefore, sports consumers with lower weekly shopping budgets prefer lower-priced products than participants with higher weekly shopping budgets. Sports consumers who allocate a larger budget for online shopping may choose more popular brands by following innovative fashion trends. Similar to our results, according to Bayrakdaroğlu and Çakır (2016), there is a significant difference regarding the sub-dimensions of "novelty-fashion consciousness" and "price consciousness.”

Regarding the mean scores of the SMMA scale, no significant differences were observed based on biological sex across all sub-dimensions. It is important to note that in this research, participants were asked about their biological sex. However, it is well-established in social sciences that gender is a socially constructed category shaped by societal norms (Morgenroth & Ryan, 2018). These norms may only sometimes result in notable distinctions in the measured sub-dimensions the SMMA scale assesses.

According to our findings, the participants' mean scores regarding the SMMA scale's sub-dimensions show significant differences based on age groups. It has been determined that the participants in the age group of 31-40 had higher mean scores than those aged 18-20. Each generation possesses distinct characteristics and unique approaches to buying decisions and purposes for using social media influenced by various factors specific to their respective age groups (Slootweg & Rowson, 2018). Besides that, people aged 31-40 might have a regular work life; therefore, their perceptions of social media marketing activities could be higher than those of consumers aged 18-20.

Furthermore, the participants' mean scores regarding the SMMA scale show significant differences based on weekly internet shopping duration in the sub-dimensions "Personalization" and "Word of Mouth." According to Bilgin (2018), when examining the components that constitute social media marketing activities, it is evident that one of the most critical activities is personalization. These results demonstrate that businesses aiming to establish and maintain successful brand communication on social media prioritize individualized communication with customers. Therefore, consumers with a higher weekly shopping duration personalize the brands they follow than consumers with a lower weekly shopping duration.

Due to our study, the participants' mean scores regarding the sub-dimensions of "Informativeness" and "Word of Mouth” show significant differences based on the weekly internet shopping budget. Therefore, participants who allocate a higher budget tend to visit and use brands' social media pages and recommend their purchase experiences more to their close circles than those with lower or no budget. Additionally, participants allocating

a higher budget believe that the information is more comprehensive and valuable because they research and scrutinize brands' social media pages more than those who give lower or no budget.

Correlation analysis results indicate that all sub-dimensions of O-CSI have a significant, moderate, and positive relationship among all sub-dimensions of SMMA.

Therefore, brands' marketing activities on social media effectively determine sports consumers' consumption preferences.

SUGGESTIONS

Future research could examine the effects of social media marketing activities of brands belonging to different product groups on consumers. Additionally, the consumption preferences of consumers who engage in online shopping could be studied in various product categories.

Future research could analyze the impact of social media marketing endeavors by brands within comparable product categories on consumers. Moreover, it could investigate how consumer engagements related to a product category or a brand influence brand awareness, brand image, and brand loyalty on social media. Additionally, the study could encompass different social media platforms to comprehensively examine how social media influences consumers' preferences for specific brands.

ETHICAL TEXT

In this article, journal writing rules, publishing principles, research and publication ethics rules, and journal ethics rules have been followed. Responsibility for any violations that may arise regarding the article belongs to the authors. Ethics committee permission for the article was received by Kastamonu University / Publication Ethics Board with the decision numbered 5/17 dated 17.05.2022.

Author(s) Contribution Rate: The contribution rates of the authors were as followed: first author 60%, second author 40%.

REFERENCES

Armstrong, C. G., Delia, E. B., & Giardina, M. D. (2016). Embracing the social in social media: An analysis of the social media marketing strategies of the Los Angeles Kings. *Communication & Sport, 4*(2), 145–165. https://doi.org/10.1177/2167479514532914

Bayrakdaroğlu, F., & Çakır, H. (2016). A research towards consumers' decision-makıng styles regarding onlıne purchasing behavior. *Mehmet Akif Ersoy Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 8*(15), 266-284. https://doi.org/10.20875/sb.96894

Bayrakdaroğlu, F., Taşçıoğlu, M., & Özkoç, H. (2017). Online karar verme ölçeğinin Türkçe'ye uyarlanması. *Pamukkale Univercity Journal of Social Sciences Institute*, 28, 159-169. https://dergipark.org.tr/en/pub/pausbed/issue/36282/409875

Bilgin Y. (2018). The effect of social media marketing activities on brand awareness, brand ımage and brand loyalty*, BMIJ, 6*(1), 128–148. https://doi.org/10.15295/bmij.v6i1.229

Coppola, D. (2023, August 29). *E-commerce worldwide - statistics & facts*. . Retrieved September 7, 2023, from https://www.statista.com/topics/871/online-shopping/#dossierKeyfigures

Dixon, A. W., Martinez, J. M., & Martin, C. L. (2015). Employing social media as a marketing strategy in college sport: An examination of perceived effectiveness in accomplishing organizational objectives. *International Review on Public and Nonprofit Marketing, 12*(2), 97–113. https://doi.org/10.1007/s12208-015-0134-7

Goswami, S., & Khan, S. (2015). Impact of consumer decision-making styles on online apparel consumption in India. *Vision, 19*(4), 303–311. https://doi.org/10.1177/0972262915610853

Hambrick, M.E., Simmons, J.M., Greenhalgh, G.P., & Greenwell, T. C. (2010). Understanding Professional athletes' use of Twitter: A content analysis of athlete tweets. *International Journal of Sport Communication, 3*(4), 454-471. https://www.researchgate.net/publication/257458148

Hiu, A. S., Siu, N. Y., Wang, C. C., & Chang, L. M. (2001). An investigation of decision-making styles of consumers in China. *Journal of Consumer Affairs, 35*(2), 326-345. https://doi.org/10.1111/j.1745-6606.2001.tb00117.x

Hübner, S. (2013). *Social Media im Sportmarketing am Beispiel von Eintracht Frankfurt* [Doctoral dissertation[. Hochschule Mittweida.

İşlek, M. S., & Alagöz, S. B. (2012). *Sosyal medyanin tüketici davranışlarına etkileri: Türkiye'deki sosyal medya kullanıcıları üzerine bir araştırma* [Yayımlanmamış Yüksek Lisans]. Karamanoğlu Mehmetbey Üniversitesi.

Kumar, S., Dhir, A., Talwar, S., Chakraborty, D., & Kaur, P. (2021). What drives brand love for natural products? The moderating role of household size. *Journal of Retailing and Consumer Services*, 58, 102329. https://doi.org/10.1016/j.jretconser.2020.102329

Kuzma, J., Bell, V., & Logue, C. (2014). A study of the use of social media marketing in the football industry. *Journal of emerging trends in computing and information sciences, 5*(10), 728-738. https://eprints.worc.ac.uk/3460/

Lee, J., & Lee, Y. (2019). Does online shopping make consumers feel better? Exploring online retail therapy effects on consumers' attitudes towards online shopping malls. *Asia Pacific Journal of Marketing and Logistics. 31*(2), 464-479. https://doi.org/10.1108/APJML-06-2018-0210

Morgenroth, T., & Ryan, M. K. (2018). Gender trouble in social psychology: How can Butler's work inform experimental social psychologists' conceptualization of gender? *Frontiers in Psychology*, 9, 1320. https://doi.org/10.3389/fpsyg.2018.01320

Nisar, T. M., Prabhakar, G., & Patil, P. P. (2018). Sports clubs' use of social media to increase spectator interest. *International Journal of Information Management*, 43, 188-195. https://doi.org/10.1016/j.ijinfomgt.2018.08.003

Pedersen, P., Parks, J., Quarterman, J., Thibault, L., (2010). *Contemporary sport management* (4th ed.). Human Kinetics.

Sam, K. M. ve Chatwin, C. (2015), "Online consumer decision-making styles for enhanced understanding of Macau online consumer behavior". *Asia Pacific Management Review, 20*(2), 100–107. https://doi.org/10.1016/j.apmrv.2014.12.005

Slootweg, E., & Rowson, B. (2018). My generation: A review of marketing strategies on different age groups. *Research in Hospitality Management, 8*(2), 85-92. https://doi.org/10.1080/22243534.2018.1553369

Sprotles, G. B., & Kendall, E. L. (1986). A methodology for profiling consumers' decision-making styles. *Journal of Consumer Affairs, 20*(2), 267–279. https://doi.org/10.1111/j.1745-6606.1986.tb00382.x

Statistical Institute of Turkey. *İstatistiklerle Kadın, 2022*. Retrieved September 7, 2023, from https://data.tuik.gov.tr/Bulten/Index?p=Istatistiklerle-Kadin-202249668#:~:text=Hanehalk%C4%B1%20i%C5%9Fg%C3%BCc%C3%BC%20ara%C5%9Ft%C4%B1rmas%C4%B1%20sonu%C3%A7lar%C4%B1na%20g%C3%B6re,ise%20%70%2C3%20oldu. Date accessed: 18.09.2023

Tran, V. D., & Nguyen, T. D. (2022). The impact of security, individuality, reputation, and consumer attitudes on purchase intention of online shopping: *The evidence in Vietnam. Cogent Psychology, 9*(1), 2035530. https://doi.org/10.1080/23311908.2022.2035530

Yadav, M., & Zillur, R. (2017). Measuring consumer perception of social media marketing activities in e-commerce ındustry: Scale development and validation. *Telematics and informatics*, 34, 1294-1307. http://dx.doi.org/10.1016/j.tele.2017.06.001

Yüksekbilgili, Z. (2018). The turkish adaptation of the social media marketing activities scale: A validity and reliability study. *Selçuk Üniversitesi Sosyal Bilimler Meslek Yüksekokulu Dergisi, 21*(2), 149-157. https://doi.org/10.29249/selcuksbmyd.422847

Zhang, X., Prybutok, V. R., & Strutton, D. (2007). Modeling influences on impulse purchasing behaviors during online marketing transactions. *Journal of Marketing Theory and Practice, 15*(1), 79-89. https://doi.org/10.2753/MTP1069-6679150106