

AN EMPIRICAL STUDY ON THE IMPACT OF PERSONALITY TRAITS ON SOCIAL SPORTS MARKETING

UM ESTUDO EMPÍRICO SOBRE O IMPACTO DOS TRAÇOS DE PERSONALIDADE NO MARKETING SOCIAL DE ESPORTES

A.SELCUK KOYLUOGLU
Selçuk University, Turkey
selcuk641@gmail.com

ALI KELES
Selcuk University, Turkey
alikeles0618@gmail.com

Received: 17 Jan 2023

Accepted: 10 Mar 2023

Published: 23 April 2023

Corresponding author:
selcuk641@gmail.com



Abstract: In the study, the impact of personality traits on social marketing of sport was investigated. A total of 401 students who continue their education and training in different departments voluntarily participated in the study. The e-survey method prepared in the internet environment was applied as a data collection technique in the research. Two scales were used in the application. The personality scale developed by (Benet-Martínez & John, 1998). and adapted into Turkish by (Sümer & Sümer, 2005). was used. Secondly, the “Attitude Scale on Social Marketing of Sports” developed by (Ünal, 2009). was used in the study. There is a high level of positive relationship between satisfaction. However, this relationship is not statistically significant ($R: ,074$, $R^2: ,006$, $p < 0,05$). According to the results of the T- test on the significance of the regression coefficient, it is seen that personality traits do not have a significant effect ($T: -1,486$, $p < 0,05$). Examining the impact of personality characteristics in the social aspect of this type of marketing, which targets large audiences such as sports marketing, especially for companies involved in

this sector and, of course, is great for clubs is of great importance. Because, companies should pay attention to this detail in their next strategic moves in this area. Future studies can be applied on businesses. Different dimensions of personality traits can be considered. Social sports marketing can be evaluated in the context of product mix. And this evaluation can be constructed both in terms of consumers (fans). and businesses.

Keywords: Sports marketing. Physical Activity. Personality. Sports. Society.

Resumo: No estudo, investigou-se o impacto dos traços de personalidade no marketing social do esporte. Um total de 401 alunos que continuam seus estudos e treinamentos em diferentes departamentos participaram voluntariamente do estudo. O método e-survey elaborado no ambiente da internet foi aplicado como técnica de coleta de dados na pesquisa. Duas escalas foram utilizadas na aplicação. A escala de personalidade desenvolvida por (Benet-Martínez & John, 1998). e adaptado para o turco por (Sümer & Sümer, 2005). foi usado. Em segundo lugar, a “Escala de Atitudes no Marketing Social do Desporto” desenvolvida por (Ünal, 2009). foi usado no estudo. Existe um alto nível de relação positiva entre a satisfação. No entanto, esta relação não é estatisticamente significativa ($R: ,074$, $R^2: ,006$, $p < 0,05$). De acordo com os resultados do teste T sobre a significância do coeficiente de regressão, verifica-se que os traços de personalidade não têm efeito significativo ($T: -1,486$, $p < 0,05$). Analisar o impacto das características de personalidade no aspecto social desse

tipo de marketing, que visa grandes públicos como o marketing esportivo, principalmente para empresas do setor e, claro, é ótimo para clubes é de grande importância. Pois as empresas devem ficar atentas a esse detalhe em seus próximos movimentos estratégicos nessa área. Estudos futuros podem ser aplicados em empresas. Diferentes dimensões dos traços de personalidade podem ser consideradas. O marketing social esportivo pode ser avaliado no contexto do mix de produtos. E essa avaliação pode ser construída tanto em termos de consumidores (torcedores) e negócios.

Palavras-chave: Marketing esportivo. Atividade física. Personalidade. Esportes. Sociedade.

I. Introduction

Sport; It is a tool that provides the development process of people physically, mentally, emotionally and socially, and also provides the advancement of their knowledge, skills and leadership abilities (Ekici, Çolakoğlu & Bayraktar, 2011).

The concept of sports in the same direction as the developments that people encounter in social life and social life has also reached a new form in terms of development and structure, and as a result In today's world, it has become an important industry capable of dragging people from behind (Sivrikaya & Demir, 2019). It is known that there is also a social power behind the transformation of the sports field into a large-scale industry. Companies around the world have long recognized this power and have used sports-related marketing accordingly (Altınbaş, 2007). Sport is at the top of the activities of free time, with technological advances it has reached large communities and has dominated a lot of places in social living (Akkaya & Akçalı, 2016). While sports help people to have positive developments in their lives, it is a social element that helps the structure of the society to become healthy, to provide social integrity with social institutions, to modernize, to develop through recognition (Yetim, 2000).

The main purpose of this study is to examine the effect of personality traits on the social marketing of sports. This study is considered to be an informative study in terms of how to follow a path in terms of marketing the sport that will be planned in the future by examining the characteristics of a person. In this context, it is aimed to guide people to improve their attitudes towards sports in a positive way. In addition, the scope and limitations of the study have been expanded and it is necessary to carry out this study in order to increase the interest of more people in sports and to guide future studies It is aimed that the study will be a guide for future studies.

II. Literature Review

In this section, literature studies related to the study are included. Information about the topics related to the study is given.

2.1. Sports and Society

According to the dominant understanding in society; There is a strong link between the gender roles specific to women and men, as well as the dimensions of participation in sports and their experiences in sports (Canan, 2006). At the point of making a socially explanation of female male differences in sports participation and performance, people are divided into feminine and masculine (Canan, 2006). Socialization; The sociological point of view, which provides the social values, behaviors and role transfer of the people in terms of social aspects, and refers to the analogy of the society according to itself, is known as a psychological point of view that gives information about the individual's place in the society and evaluates their individual development (Bar-Tal & Harel, 2002).

A quality local government is not just about providing services; It ensures democratic participation, communication with the public, progressing locally with higher life quality (Shah & Shah, 2009). Local governments are easily accessible to the people and in close proximity to them, they are likely to have greater responsibility (Reilly, 2007). Developed countries have fulfilled the requirements in perspective of public. In these countries, young people have been employed and steps have been taken towards sports. As a result, young people see sports as a necessary component for health. When we look at the underdeveloped countries, a certain part of the society can benefit from sports activities and as a result, short-term successes can be achieved (Bayraktar, 2003).

2.2. Sports Marketing

When sports economy is considered as an empirical science, it is aimed that it cannot provide information about the features and results of sportive regulations, while it develops plans and approaches on how to reach the goals in the most optimal way from the theoretical point of view (Heinemann & Bezold, 1996). Considering the concept of sports marketing, it

can be explained as the application of marketing components to sports products and products that are not related to the concept of sports, which are marketed by combining with sports (Yalçın, Doğru, & Yüктаşır, 2004). Considering the sports marketing researches in the literature, the information necessary to make a healthy decision consists of regularly planned activities (Şimşek, 2010).

2.3. Social Marketing

Social marketing concept; It includes the planning, pricing, distribution and marketing research of the stock. In addition, it includes the control, implementation and design of the programs made in order to affect the acceptable dimension of social thoughts (Kotler & Zaltman, 1971). The issue of regular physical activity participation is known among the valuable issues in terms of increasing the health necessary for the society in a positive way. By using the concept of social marketing, it can make a significant contribution to the society in order to gain the habit of physical activity (Eskiler, Küçükibiş, & Gülle, 2016).

While the most used aspects of the social marketing component are about smoking, alcohol consumption, exercising, creating certain behavioral changes for public health, it is in the development part at the point of solving the problems about the environment, so its effects have remained at an insufficient level (Takahashi, 2009). Marketing activities and programs aiming to impose a desired social thought or ideas on the society and to create a positive behavior change in line with these thoughts are included in the field of social marketing (Ünal, 2009).

2.4. Social Sports Marketing

Sport is a universal concept that concerns all humanity. Due to this importance, it interacted with many different disciplines and led to the emergence of multidisciplinary movements. In other words, no branch of science has remained indifferent to a branch that has influenced large masses such as this. Therefore, many researchers from different fields have integrated sports sciences with their fields (Amman, 1999). In the literature, it is possible to reach various definitions of sports marketing. Among these definitions, Smolianov and Shilbury (2005). characterized sports marketing as a social and managerial process that sports companies seek for their needs and desires. Chadwick and Thwaites (2005). explained it as a synchronized process between sports customers, sports businesses,

participants and other interested persons and organizations. The explanations indicate that sports marketing needs to be handled with multiple dimensions. One of these dimensions is the sociological dimension. Mullin et al., (2000). stated that emphasizing only sales promotion in sports marketing is not in accordance with the spirit of sports marketing. Because sports marketing includes many more time periods besides sales and promotion (Van Leeuwen et al., 2002).

Various studies have been conducted on the economic effects of sports marketing (Chalip, 2004; Liu and Wilson, 2014). The economic impact of sporting activities for marketing is one of the focal points that embossed the appetite of researchers (Crompton, 2001). However, it should not be forgotten that it is also one of the most controversial issues. Because, although the economic impact of the marketing of sports activities organized on such a large scale is appreciable, some researchers have advanced the discussion to such an extent that they claim that it has no effect on the local economy due to overuse or misuse of the multiplier (Hall and Page, 2008; Crompton, 2001). These researchers emphasized that the social benefit of sports marketing is greater than its economic impact. There has even been a call for social impact to go beyond economic impact (Liu & Gratton, 2010). For this reason, a literature in which the social aspect of sports marketing predominates is growing like an avalanche (Hall, 1992; Chalip, 2004; Smith, 2005; Liu & Gratton, 2010). For example, social exchange theory; It is widely used as a theoretical basis for examining perceptions of social impact based on awareness, attitude, and intention (Jurowski et al., 1997).

2.5. Personality Characteristics

Research on personality has more concentrated personality around five powerful factors, and the five factor approach is valued as the cornerstone of research in the field of personality (McCrae and Costa, 1987; Goldberg, 1990). The five-factor personality traits model consists of two different ends and includes five different personality dimensions (McCrae and John, 1992). These sub-dimensions are extroversion-introversion, agreeableness-incompatibility/hostility, responsibility-impulsivity, neuroticism-emotional stability, and openness to experience-traditionism. Extroversiveness is defined as social, assertive, energetic, adventurous, enthusiastic, sincere, introverted; timid, shy and bored (Barrick and Mount, 1991). Being kind, compassionate and respectable are included in the dimension of compatibility, while in the dimension of incompatibility there are moodiness,

irritability and skepticism (Somer, 1998). Self-discipline; While it requires being hardworking, reliable, disciplined, punctual and regular, impulsiveness; It requires being messy, disorganized, unreliable and careless. Neuroticism; as anxious, irritable, emotional, insecure; emotional balance too; calm and self-confident (Senyuva, 2007). Finally, while the dimension of openness to experience includes features such as being curious, creative, imaginative, and able to think numerically, the dimension of traditionalism has the opposite function and exhibits features such as a simple and rules-based lifestyle with a shallow thinking potential (Camgöz, 2009).

III. Methodology

In this section, necessary information about the methodology of the study is given. In this section, information about the purpose of the research, information about the method and scope of the research and the limitations of the research are given respectively.

The main purpose of this study is to examine the effect of personality traits on the social marketing of sports. It is concluded that the study will be a guide for future studies.

As the data collection technique applied in the research, the e-survey method prepared in the internet environment was applied. Two scales were used in the application. Personality scale developed by (Benet-Martínez & John, 1998). and adapted to Turkish by (Sümer & Sümer, 2005). was used. In the likert type of scale fives (1: absolutely disagree, 5: absolutely agree). 44 items are included (Sümer & Sümer, 2005). Secondly, the study was developed by (Ünal, 2009). and conducted a validity and reliability study, from 5 sub-dimensions (the habit of doing regular sports, society and sports, media advertising and sports, state and The influence of the private sector on sports, family and children's sports education)., formed using 40 attitude sentences "Attitude Scale on Social Marketing of Sports" has been used.

The scope of the study was limited to university students. A total of 401 students who continue their education and training in different departments voluntarily participated in the research. The analysis of the data obtained by the research was analyzed with the SPSS 22 package program. In the analyzes applied in the research, the necessary reliability and normality analyzes were made. Parametric one-way regression analysis was applied due to the normal distribution.

IV. Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	Invariant				
	3,632	,182		19,958	,000
	Personality traits				
	-,082	,055	-,074	-1,486	,138

R = ,074 R² = ,006 F = ,138

When Table 3 is examined, there is a high level of positive relationship between personality traits, stadium marketing and customer satisfaction. However, this relationship is not statistically significant (R: .074 , R2: .006 , p < 0.05).

According to Table 3, the effect of the personality traits variable on the social marketing of sports constitutes 0% of the total variance of the data. According to the T-test results regarding the significance of the regression coefficient, it is seen that personality traits do not have a significant effect (T: -1.486 , p < 0.05). Looking at the regression analysis table in Table 3, it is possible to say that personality traits have an value of "-.082" on the effect of social marketing of sports, according to the data in the table. The regression equation to be created in line with these data; Personality Traits = -.082*Stadium Marketing and Customer Satisfaction + 3,632.

V. Conclusion and Discussion

Statements for sports marketing suggest that sports marketing should be addressed with multiple dimensions (Shilbury, 2005; Chadwick and Thwaites, 2005). One of these dimensions is the sociological dimension of sports marketing. Mullin et al., (2000). stated that emphasizing only sales promotion in sports marketing is not in accordance with the spirit of sports marketing. Because sports marketing includes many elements other than sales and promotion (Van Leeuwen et al., 2002). Some researchers have emphasized that the social benefit of sports marketing is greater than its economic impact. There has even been a call for social impact to go beyond economic impact (Liu & Gratton, 2010). For this reason, a literature in which the social aspect of sports marketing predominates is growing like an avalanche (Hall, 1992; Chalip, 2004; Smith, 2005; Liu & Gratton, 2010). For example, social exchange theory; It is widely used as a theoretical basis for examining perceptions of social impact based on awareness, attitude, and intention (Jurowski et al., 1997). In line with these

explanations, the study was designed to examine the effect of personality traits on social sports marketing. T-test and regression analyzes were included in the study. Accordingly, the personality traits variable constitutes 0% of the total variance of the data on the effect of the participants on social sports marketing. According to the T-test results regarding the significance of the regression coefficient, it was seen that personality traits did not have a significant effect ($T: -1.486, p < 0.05$).

As in every study, this study also has some limitations. Increasing the number of samples will reveal different results. Similarly, the application of different analyzes and methods will enable the subject to be handled in different ways. This study was applied on university students. Different results can be reached with a similar study to be conducted at different educational levels. Again, it is not correct to generalize about the society by conducting the research only on students. Therefore, different results can be reached with a similar study to be conducted on different segments of the society.

It is of great importance to examine the effect of personality traits on the social aspect of this type of marketing, which targets large audiences such as sports marketing, especially for companies in this sector and, of course, for clubs. Because, companies should pay attention to this detail in their next strategic moves towards this area. Future studies can be applied to businesses. Different dimensions of personality traits can be considered. Social sports marketing can be evaluated in the context of product mix. And this evaluation can be constructed both in terms of consumers (fans) and businesses.

References

- AKKAYA, Y., & AKÇALI, K. (2016). Spor pazarlamasında tutundurma karması elemanlarının kullanımının incelenmesi. *International Journal of Sport Culture and Science*, 4(Special Issue 2), 522-532.
- ALTINBAŞ, H. (2007). Sporun pazarlaması ve pazarlama iletişimde spor. *Selçuk Üniversitesi iletişim fakültesi akademik dergisi*, 5(1), 93-101.
- AMMAN M.T (1999).Dünyada ve Türkiye'de Spor Sosyolojisi, Tarihçe ve Günümüzdeki Durum, *Dinamik Spor Bilimleri Dergisi*, Cilt: 1, Sayı 1, s.74, İstanbul
- BARRICK, M.R. & MOUNT, M.K. (1991). "The big five personality dimensions and job performance. A meta analysis", *The Personnel Psychology*, 44, 1-26.
- BAR-TAL, D., & HAREL, A. S. (2002). Teachers as agents of political influence in the Israeli high schools. *Teaching and Teacher Education*, 18(1), 121-134.
- BAYRAKTAR, C. (2003). Sosyal Yapı Özelliklerinin Spora Etkisi.
- BENET-MARTINEZ, V., & JOHN, O. P. (1998). Los Cinco Grandes across cultures and ethnic groups: Multitrait-multimethod analyses of the Big Five in Spanish and English. *Journal of personality and social psychology*, 75(3), 729.
- CAMGOZ, S. M. (2009). "Kişilik Özelliklerinin A- Tipi Fon Yöneticilerinin Seçicilik ve Zamanlama Becerileri Üzerine Etkileri", *İktisat İşletme ve Finans*, 24(284), 109-141.
- CANAN, K. (2006). Beden Eğitimi Ve Spor Alanında Toplumsal Cinsiyet İlişkileri. *Spor Bilimleri Dergisi*, 17(2), 81-99.
- CHADWICK, S., & THWAİTES, D. (2005). Management Sport Sponsorship Programmes: Lessons from a Critical Assessment of English Soccer. *Journal of Advertising Research*, 45(3), 328-338. <https://doi.org/10.1017/S0021849905050312>
- CHALIP, L. (2004). "Beyond impact: a general model for host community event leverage", in Ritchie, B.W. and Adair, D. (Eds.), *Sport Tourism: Interrelationships, Impacts and Issues*, Channel View Publications, Clevedon, pp. 227-252.
- CROMPTON, J.L. (2001). "Public subsidies to professional team sport facilities in the USA", in Gratton, C. and Henry, I. (Eds.), *Sport in the City: The Role of Sport in Economic and Social Regeneration*, Routledge, London and New York, NY, pp. 15-34.
- EKICI, S., ÇOLKOGLU, T., & BAYRAKTAR, A. (2011). Dağcılık Sporuyla Uğraşan Bireylerin Bu Spora Yönelme Nedenleri Üzerine Bir Araştırma. *Journal of Physical Education & Sports Science/Beden Eğitimi ve Spor Bilimleri Dergisi*, 5(2).
- ESKILER, E., KÜÇÜKİBIŞ, F., & GULLE, M. (2016). Orta dönem çocuk ergenlerde fiziksel aktiviteye yönelik tutumların sosyal pazarlama bağlamında değerlendirilmesi. *ERPA International Congresses on Education*, 2-4.
- GOLDBERG, L. R. (1990). An alternative "'Description of Personality": The Big-Five factor structure", *Journal of Personality and Social Psychology*, 59(6), 1216-1229.

HALL, c.m. (1992)., *Hallmark Tourist Events: Impacts, Management, And Planning*, Belhaven Press, London.

HALL, C.M. and PAGE, S. (2008)., “Progress in tourism management: from the geography of tourism to geographies of tourism – a review”, *Tourism Management*, Vol. 30 No. 1, pp. 3-16.

HEINEMANN, K., & BEZOLD, T. (1996). Einführung in die Ökonomie des Sports Ein Handbuch. *German Journal of Exercise and Sport Research*, 26(4)., 445. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=edo&AN=ejs44769985&lang=tr&site=eds-live&authtype=ip,uid>

JUROWSKI, C., UYSAL, M. and WILLIAMS, R.D. (1997)., “A theoretical analysis of host community resident reactions to tourism”, *Journal of Travel Research*, Vol. 36 No. 2, pp. 3-11.

KOTLER, P., & ZALTMAN, G. (1971). *Social Marketing: An Approach to Planned Social Change*. *Journal of Marketing*, 35(3)., 3-12. doi:10.1177/002224297103500302

LIU, D. and GRATTON, C. (2010)., “The impact of mega sporting events on live spectators’ images of a host city: a case study of the Shanghai F1 Grand Prix”, *Tourism Economics*, Vol. 16 No. 3, pp. 629-645.

LIU, D. and WILSON, R. (2014)., “Negative impact of hosting mega-sporting events and intention to travel: a test of the crowding-out effect using the London games as an example”, *International Journal of Sports Marketing and Sponsorship*, Vol. 15 No. 3, pp. 161-175.

MCCRAE, R. R., & JOHN, O. P. (1992). “An introduction to the five factor model and its applications”, *Journal of Personality*, 60, 175-215.

MCCRAE, R.R., COSTA, P.T. (1987). “Validation of the five-factor model across instruments and observers”, *Journal of Personality and Social Psychology*, 52, 81-90.

MULLIN, B.J., S. HARDY, W.A. (2000). *Sutton, Sports Marketing*, New Zealand: Human Kinetics.

REILLY, T. (2007). *Management in Local Governments: An Evolving Landscape*. *Administration in Social Work*, 31(2)., 49-66.

SHAH, A., & SHAH, S. (2009). The new vision of local governance and the evolving roles of local governments. *Journal of Public Administration*, 3(1)., 2-15.

SIVRIKAYA, Ü. K., & DEMİR, A. (2019). Türkiye'de 2001 Yılı Ve Sonrasında Uygulanan Spor Ekonomisi Politikalarına Yönelik Bir Değerlendirme. *An Evaluation Of The Policies Of Sports Economy Applied In Turkey During 2001-2018.*, 10(23)., 126-136. doi:10.21076/vizyoner.451499

SMITH, A. (2005)., “Re-imagining the city: the value of sport initiatives”, *Annals of Tourism Research*, Vol. 32 No. 1, pp. 217-236.

SMOLIANOV, P., & SHILBURY, D. (2005). *Examining Integrated Advertising and Sponsorship in Corporate Marketing Through Televised Sport*. *Sport Marketing Quarterly*, 14, 239-250.

SOMER, O. (1998). "Türkçe' de kişilik özelliği tanımlayan sıfatların yapısı ve beş faktör modeli", *Türk Psikolojisi Dergisi*, 13, 17-32.

SUMER, N., & SÜMER, H. (2005). Beş faktör kişilik özellikleri ölçeği (Yayınlanmamış çalışma). Erişim: <https://scholar.google.com.tr>.

SENYUVA, H.Şenay (2007). "Aydın İlinde Alınan Normal Bir Örneklemde Kişilik Bozukluklarının Yaygınlık Çalışması", (Psikiyatri Uzmanlık Tezi), Adnan Menderes Üniversitesi, Sağlık Bilimleri Enstitüsü, Aydın.

SIMSEK, K. Y. (2010). Dünya Spor Endüstrisinde Ekstrem Sporların Gelişimi ve Yeri. *CBÜ Beden Eğitimi Ve Spor Bilimleri Dergisi*, 5(1), 21-27.

TAKAHASHI, B. (2009). Social Marketing for the Environment: An Assessment of Theory and Practice. *Applied Environmental Education & Communication*, 8(2), 135-145. doi:10.1080/15330150903135889

UNAL, H. (2009). Spor bilincinin yaygınlaştırılmasında sosyal pazarlamanın toplum tutumuna etkisi, Marmara Üniversitesi, Sağlık Bilimleri Enstitüsü. Sağlık Bilimleri Enstitüsü, Doktora Tezi, İstanbul.

VAN LEEUWEN L., S. Quick, K. Daniel (2002). "The Sport Spectator Satisfaction Model: A Conceptual Framework for Understanding the Satisfaction of Spectators", *Sport Management Review (SMR)*, 5(2), 99-128.

YALCIN, H. B., DOGRU, Z., & YUKTASIR, B. (2004). Spor Tüketicisi Farklılıkları Ve Spor Pazarlaması Bileşenleri/Sport Consumer Differences and Sport Marketing Components. *Beden Eğitimi ve Spor Bilimleri Dergisi*, 6(2).

YETİM, A. (2000). Sporun sosyal görünümü. *Gazi Beden Eğitimi ve Spor Bilimleri Dergisi*, 5(1), 63-72.