

# Investigating the Mediating Role of Consumer Decision-Making Styles in the Effect of Marketing Components on Sports Consumer Satisfaction

Murat Başal, Muhammet Salih Yigit  
Istanbul Gelisim University, Istanbul, Turkiye

People have been engaged in sports activities both individually and collectively for years. Sports consumption, which refers to the process that covers many issues related to sports in the form of playing, watching, listening or reading, is a form of human behavior. The satisfaction of the four marketing components of product, price, distribution and promotion by using the leisure time of the sports consumer effectively and ensuring its continuity in the future process can be ensured by effective utilization of facilities and quality recreation activities. Consumer behaviors, which have a very complex structure, are seen in the form of choosing, buying, using and obtaining. With this study, it is aimed to determine the mediating role of consumer decision-making styles in determining the effect of marketing components in the consumption of sports activities on the satisfaction of sports consumers. In this direction, data were collected in the province of Istanbul, which was determined as the sample. Data were obtained with a questionnaire form created on Google Form. These data were analyzed in line with the model and hypotheses created with these data and it was determined that the marketing components of sports consumption have an impact on the sports consumer and it was concluded that consumer decision-making styles have a positive mediating effect in this regard.

*Keywords:* consumer decision, sport consumption, consumer satisfaction, decision styles, marketing components

## Introduction

The consumption process of sports, which has an increasing impact on the social lives of societies and bringing them together, is also important in the national economy. Consumers make the same expenditures for sports as they do for all kinds of goods and services. This rapid development in the sports industry necessitates the effective use of marketing components (Mucuk, 2001). This mix of marketing components (Haşiloğlu, Baran, & Aydın, 2015) also known as marketing cognition, which is composed of the English initials 4P (Product, Price, Place, Promotion), is an excellent strategic way to influence consumers (Kotler, 2018). Those who consume the sports industry are called sports consumers. Ask consumption occurs as a result of the desire to participate in

---

Murat Başal, Asst. Prof., Vocational School, Marketing and Logistics, Istanbul Gelisim University, Istanbul, Turkiye. ORCID: <https://orcid.org/0009-0004-5666-9560>.

Muhammet Salih Yigit, Dr., Institute of Graduate Studies, Business Administration, Istanbul Gelisim University, Istanbul, Turkiye. ORCID: <https://orcid.org/0009-0009-2764-2947>.

Correspondence concerning this article should be addressed to Murat Başal, Cihangir Mah. Petrol Ofisi Cd. No:7 Avcılar, Istanbul, Turkiye.

sports-related activities. Consumers who want to spend their leisure time and prefer sports in the form of recreational activities have directed transactions to this field. Managers who expect to protect sportive social activities will ensure positive developments with the participation of the consumer mass with increased loyalty by keeping the expectations and interest of sports consumers high depending on social interest (Torlak, & Tiltay, 2017). Consumer behavior is in a very complex structure in the form of choosing, buying, using and selling (Karalar, Baris, & Velioglu, 2006). Consumers may engage in purchasing behaviors for quality, price or entertainment purposes. This decision-making of the consumer in purchasing is basically related to a mental orientation (Koç, 2007).

### **Marketing Components in Sports Consumption**

“Marketing Components of Sport Consumption” is a topic that covers the various marketing elements used to influence and enhance the consumption of sport products and services. There are key components and strategies used in the marketing of sport consumption (Ahn, & Shim, 2013).

It includes leagues, tournaments and matches that fans consume. Marketing efforts focus on the experience of attending or watching these events (Kotler, 2015). Sporting Goods and Merchandise includes equipment, apparel and memorabilia. Brands often partner with athletes or sports teams to increase product appeal. Digital Products include apps, streaming services and virtual experiences that allow fans to interact with sports content (Anderson, 2019).

Price Ticket Pricing uses dynamic pricing models based on demand, competitor strength and timing. Special packages and discounts are often offered to attract different segments. In Product Pricing, strategies include premium pricing for specialty products or budget pricing for core products to appeal to various consumer segments (Eren, & Erge, 2012).

Physical Channels, stadiums, retail outlets and official points of sale are the traditional distribution channels. Online stores, apps and streaming platforms have become essential to deliver sports products and experiences to consumers worldwide.

Brands partner with athletes, teams or events to increase brand visibility and association. Leveraging the reach of social media platforms and influencers to engage with fans and create buzz around products and events. There is a need to manage the image and reputation of sports brands, teams and athletes through media relations and community engagement.

The star power of athletes and the performance of teams play a crucial role in engaging fans and driving sports consumption. Engaging with fan communities and understanding their preferences is vital for adapting marketing strategies (Argan, Özer, & Akın, 2006).

From buying tickets to attending events or using digital platforms, fans need a seamless and enjoyable experience. Providing excellent customer service before, during and after the purchase (Odabasi, 1988) of sports products or services is an important part of customer service.

In terms of branding, the visual identity of sports teams, events and products contributes to brand awareness and loyalty. Modern, well-equipped venues enhance the overall experience for participants and contribute to the value proposition of sport events.

The marketing components in sport consumption are diverse and interconnected, and each plays a critical role in enhancing the appeal and accessibility of sport products and services. By understanding and effectively utilizing these components, sports marketers can increase fan engagement, drive sales and build long-term brand

loyalty (Güzelipek, 2023).

### **Sport Consumer Satisfaction**

It is the level of satisfaction that occurs when consumers' expectations of sport products, services or experiences are met or exceeded. This concept is of great importance for brands and organizations offering sports products and services because consumer satisfaction is directly related to loyalty, repeat purchase behavior and positive word-of-mouth (Koçak, & Tektaş, 2022).

Sport consumer satisfaction is a critical success factor for companies and organizations operating in the sport industry. Continuously working to understand and meet consumers' expectations is key to ensuring brand loyalty and long-term success.

### **Consumer Decision Making Styles**

Consumer Decision-Making Styles are different approaches that determine how consumers make decisions in the process of purchasing products or services. These styles differ according to consumers' personal characteristics, demographic characteristics, values and purchasing behaviors (Brunello, 2018).

Consumer decision-making styles help marketers to better understand their target audiences and develop strategies to meet their needs. Companies that analyze consumers' preferences and needs correctly can increase customer satisfaction and loyalty (Güzelipek, 2023).

### **Similar Studies in the Field**

Kim et al. (2019) found that in the evaluation of volunteer activity experience, participation in mega sport events volunteer activities had different moderating effects on overall need satisfaction and volunteers' volunteer management practices had different moderating effects on overall volunteer satisfaction.

Parasuraman et al. (1988) used standardized slope coefficients to verify the relative importance of service quality components, suggesting that higher coefficients have higher importance. Accordingly, this study identified that assurance has the greatest impact on customer satisfaction in the context of sports center services.

Kim, and Ko (2019) argued that, in general, high involvement implies rich experience and knowledge about the target sport; therefore, high involvement consumers' experiential evaluation of sport consumption is based on different criteria than that of low involvement sport consumers.

Lee et al. (2011), Sports center operators need to create an operational strategy to improve the assurance of sports center services. In other words, it is necessary to improve the customer orientation of employees and ensure that they have the necessary skills and knowledge as well as the right attitude.

Hashim, and Tan (2015) differ from previous research on online business environments in stating that customer commitment has a greater mediating effect on continued usage intentions than trust. In this regard, a possible explanation for the finding is that for the offline physical service sector (e.g., sports fitness center service), the degree of trust between customers and service providers may facilitate customers to be more loyal to a sports center than a sense of commitment and belonging (i.e., loyalty). Therefore, managers may need to pay attention to the reliability, adequacy and integrity of the sports centers' service offer and act responsibly in terms of feedback from center users.

## Method

### Purpose and Importance of the Research

With this study, it is aimed to determine the mediating role of consumer decision-making styles in determining the satisfaction value that will occur in the sports consumer as a result of the use of marketing elements in sports consumption. The study had an important place in the social activities of people in order to examine the effects on decision-making based on their satisfaction in the consumption process of sports, which has an important place in the social activities of people.

### Sampling and Data Collection Method

Data were collected using the survey technique from quantitative research methods. Sports consumers were preferred for collecting the necessary data related to the research. In order to collect the data, a questionnaire prepared via Google form was applied. This data collected online covers the whole Turkey. While determining the sample size in the study using the convenience sampling method, Sekaran (1992) stated that when the number of people for the universe of the study is 1,000,000 and more, 384 sample numbers will be appropriate with a reliability of 0.95. The questionnaire consists of two parts. In the first part, demographic variables such as gender, marital status, age, educational status, monthly income, occupation, and the questionnaire statements in the second part are used as the marketing component scale in sports consumption (Yalçın, Yüктаşır, & Doğru, 2004). Marketing Components in Sport Consumption: Scale Development. Taken from the study named. Adaptation of the Sport Consumer Satisfaction Scale developed by Alexandris and Palialia (1999) into Turkish Şimşek and Mercanoğlu (2014) Turkish Adaptation of the Sport Consumer Satisfaction Scale: The Case of Recreational Sport Consumers was used in the study. Dursun, Alnaçık, and Tümer (2013). “Consumer decision-making styles scale: Its structure and dimensions”. The study was completed on 01-31 June, 2024 and within one month by reaching the desired data of 397 people. While creating the survey questions, a pilot study of 30 people was conducted and reliability analyzes were obtained. Personal data were kept confidential in the study conducted on a voluntary basis. A five-point Likert-type scale of “Strongly Disagree”, “Disagree”, “Undecided”, “Agree”, “Strongly Agree” was used to collect the data. SPSS statistical program was used to analyze the data. ANOVA and t-test were applied for evaluation purposes during the analysis.

### Research Model

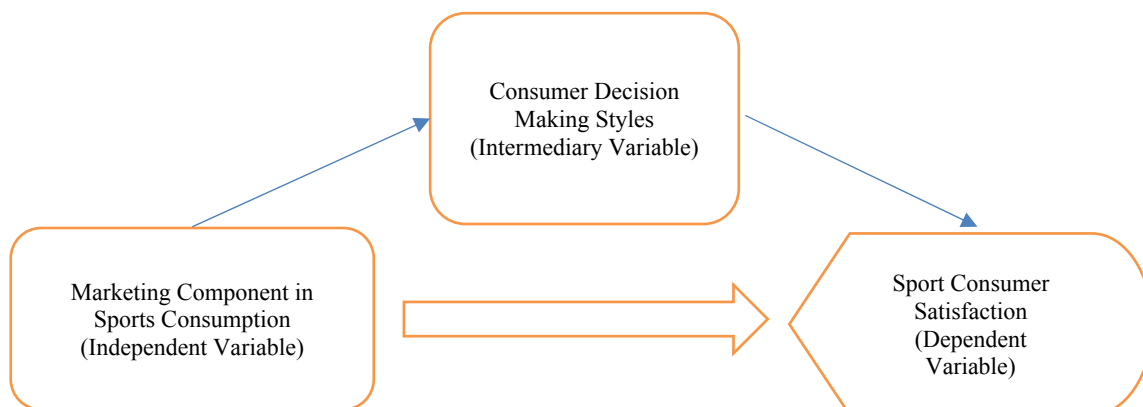


Figure 1. Model of the study.

### Hypotheses

The hypotheses based on the study model are as follows.

H1: Marketing Component in Sport Consumption has a positive effect on Sport Consumer Satisfaction.

H2: There is a mediating effect of consumer decision making styles on the effect of marketing component on sports consumer satisfaction in sports consumption.

### Limitations

The fact that the study was carried out on sports consumers as a specific geographical region or demographic group caused difficulties in collecting data for the field. The fact that seasonal or periodic changes in consumer behavior were not taken into account, a study could not be carried out in time intervals. It creates limitations in a limited framework and in measuring all decision-making styles and satisfaction of the consumer.

### Findings

The values obtained as a result of the analysis based on the study data are as follows.

Table 1

*Statistical Information on the Demographic Information of the Individuals Participating in the Survey*

		Number	Percentage
Gender	Woman	187	45.4
	Male	225	54.6
Marital Status	Married	244	59.2
	Single	168	40.8
Age	18-22 Years	42	10.2
	23-32 Years	137	33.3
	33-42 Years	198	48.1
	43-49 Years	23	5.6
	50-57 Years	11	2.7
	58 years and over	1	0.2
Education Level	High School	70	17.0
	Associate Degree	56	13.6
	License	154	37.4
	Postgraduate	132	32.0
Monthly Income	0-17.002 TL	51	12.4
	17.003-25.003 TL	94	22.8
	25.004-33.004 TL	47	11.4
	33.005-41.005 TL	82	19.9
	41.006 TL and above	138	33.5
Profession	Worker	93	22.6
	Officer	227	55.1
	Housewife	11	2.7
	Student	25	6.1
	Retired	10	2.4
	Other	46	11.2
Total		412	100.0

Statistical information on the demographic information of the individuals participating in the survey is given in Table 1. According to the information obtained, the rate of female participants was 45.4% and the rate of male participants was 54.6%. It was determined that 59.2% of the participants were married and 40.8% were single. In the distribution of the participants according to age groups, it was determined that the highest cluster was in the 33-42 age group with 48.1%, while the lowest cluster was in the 58 and over age group with 0.2%. In terms of the distribution of the participants in terms of educational level, it was found that the highest cluster was in the Bachelor's degree graduates with 37.4% and the lowest cluster was in the Associate's degree graduates with 13.6%. Regarding the distribution of the participants according to their monthly income status, it was found that the highest concentration was in the 41.006 TL and above group with 33.5% and the lowest concentration was in the 25.004-33.004 TL group with 11.4%. When the distribution of the participants according to their occupational status is analyzed, it is observed that the highest cluster is in the Civil Servant group with 55.1% and the lowest cluster is in the Retired group with 2.4%.

Table 2

*Research Variables*

Short Statements of Research Variables	
STPB	Marketing components in sports consumption
STT	Sport consumer satisfaction
TKVT	Consumer decision-making styles

Table 3

*Descriptive Statistics for Research Variables*

Variables	Mean	Std. Deviation	Skewness	Kurtosis	STPB	STT
STPB	3.90	0.649	-0.61	-0.498	1	
STT	3.95	0.419	0.39	0.096	0.337**	1
TKVT	3.62	0.553	-0.23	-0.722	0.449**	0.507**

Note: \*\*. Correlation is significant at the 0.01 level (2-tailed).

Descriptive statistics for the research variables are given in Table 3. When the correlation coefficients are examined, it is seen that there is a positive and statistically significant relationship between all three variables. In addition, when the skewness and kurtosis values are examined, it is seen that all three variables are within the range of normal distribution values (Kim, 2013; West et al., 1995).

**Reliability and Validity Analysis Findings**

Table 4

*Confirmatory Factor Analysis Fit Values for the Measurement Model*

	CMIN/DF	GFI	CFI	RMSEA	NFI	AGFI
Model finding	2.871	0.949	0.937	0.067	0.925	0.904
Acceptable Compliance	≤3	≥0.90	≥0.90	≤0.080	≥0.90	≥0.85

Goodness of fit criterion values for confirmatory factor analysis of the measurement model of the research variables are given in Table 4 together with acceptable fit values. According to the findings, it is seen that the fit criterion values of the scales are within the range of acceptable values.

Table 5

*Construct Reliability and Validity*

	Cronbach's alpha	Composite reliability (CR)	Average variance extracted (AVE)
STPB	0.944	0.952	0.572
STT	0.897	0.899	0.607
TKVT	0.864	0.902	0.541

The construct reliability and validity of the scales used in the study were examined with Cronbach's alpha, CR and AVE coefficients in smartpls software. According to the findings (Table 5), Cronbach's alpha coefficient shows that the reliability of the scales is at a high level. CR (combined reliability) and AVE (average variance explained) values are the criteria for measuring convergent and discriminant validity. In order for the scale to provide convergent and discriminant validity, the CR criterion should be greater than 0.70 and the AVE criterion should be greater than 0.50. According to the findings obtained, it is seen that the scale dimensions have sufficient level of convergent (CR > 0.70; AVE > 0.50; CR > AVE) and divergent validity.

Table 6

*Construct and Discriminant Validity Findings*

Scales	Fornell-Larcker Criterion			Heterotrait-Monotrait Ratio (HTMT)		
	HHD_olc	SMP_olc	YEF_olc	HHD_olc	SMP_olc	YEF_olc
STPB	0.756					
STT	0.510	0.779		0.552		
TKVT	0.539	0.607	0.736	0.576	0.677	

Table 7

*Examination of the Marketing Components in Sports Consumption Scale Used in the Research in Terms of Demographic Variables*

Variable	N	Mean	Std. Deviation	t/F	p
Woman	187	3.96	0.618	1.894	0.059
Male	225	3.84	0.670		
Married	244	3.90	0.647	0.107	0.915
Single	168	3.89	0.654		
18-22 Years	42	3.82	0.711	1.126	0.338
23-32 Years	137	3.97	0.595		
33-42 Years	198	3.88	0.672		
43 Years and above	35	3.81	0.636		
High School	70	3.94	0.604	0.345	0.793
Associate Degree	56	3.93	0.723		
License	154	3.90	0.616		
Postgraduate	132	3.86	0.680		
0-17.002 TL	51	4.03	0.669	2.003	0.093
17.003-25.003 TL	94	3.86	0.621		
25.004-33.004 TL	47	4.04	0.548		
33.005-41.005 TL	82	3.77	0.652		
41.006 TL and above	138	3.90	0.680		

The construct and discriminant validity of the research scales were examined with Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT) in smartpls software. For construct and discriminant validity, the

HTMT value should be below 0.90 (Henseler, Ringle, & Sarstedt, 2015). As seen in Table 6, all three HTMT ratios are below 0.90. In addition, according to the Fornell-Larcker Criterion, the square root of the AVE value being greater than the corresponding correlation coefficient (Fornell, & Larcker 1981) is another criterion for construct and discriminant validity. The values on the diagonal in the table are the square root of the AVE criterion value. As can be seen, the square root of the AVE value for each variable is greater than the corresponding correlation coefficient.

### Analysis of Scales in Terms of Demographic Variables

Whether there is a difference in terms of demographic variables in the Scale of Marketing Components in Sports Consumption used in the research was analyzed by t test and ANOVA test. According to the findings obtained, no statistically significant difference was found in terms of demographic variables in the Scale of Marketing Components in Sports Consumption used in the survey.

Table 8

#### *Examination of the Sports Consumer Satisfaction Scale Used in the Research in Terms of Demographic Variables*

Variable	N	Mean	Std. Deviation	t/F	p
Woman	187	4.00	0.404	1.897	0.059
Male	225	3.92	0.428		
Married	244	3.95	0.424	-0.319	0.750
Single	168	3.96	0.412		
18-22 Years	42	3.93	0.456	0.188	0.904
23-32 Years	137	3.96	0.404		
33-42 Years	198	3.96	0.414		
43 Years and above	35	3.92	0.470		
High School	70	3.99	0.445	0.250	0.861
Associate Degree	56	3.94	0.422		
License	154	3.95	0.445		
Postgraduate	132	3.95	0.373		
0-17.002 TL	51	3.88	0.459	0.679	0.607
17.003-25.003 TL	94	3.98	0.364		
25.004-33.004 TL	47	4.01	0.380		
33.005-41.005 TL	82	3.96	0.429		
41.006 TL and above	138	3.94	0.446		

Whether there is a difference in terms of demographic variables in the Sports Consumer Satisfaction Scale used in the research was analyzed by t test and ANOVA test. According to the findings obtained, no statistically significant difference was found in terms of demographic variables in the Sports Consumer Satisfaction Scale used in the survey.

Whether there is a difference in terms of demographic variables in the Consumer Decision Making Styles Scale used in the research was analyzed by t test and ANOVA test. According to the findings obtained, a statistically significant difference was found in terms of the age group variable in the Consumer Decision Making Styles Scale used in the survey. The groups that are the source of the difference in the age group variable were determined by Tukey test. According to the test result, the source of the difference in the age group variable is that the perception of Consumer Decision Making Styles is higher in the participants in the 18-22 age group than in the participants in the 33-42 age group.

Table 9

*Examination of the Consumer Decision Making Styles Scale Used in the Research in Terms of Demographic Variables*

Variable	N	Mean	Std. Deviation	t/F	p
Woman	187	3.60	0.574	-0.653	0.514
Male	225	3.64	0.536		
Married	244	3.60	0.563	-0.690	0.491
Single	168	3.64	0.539		
18-22 Years	42	3.40	0.566	2.900	0.035
23-32 Years	137	3.60	0.538		
33-42 Years	198	3.67	0.533		
43 Years and above	35	3.64	0.655		
High School	70	3.60	0.531	0.116	0.951
Associate Degree	56	3.60	0.612		
License	154	3.61	0.562		
Postgraduate	132	3.64	0.533		
0-17.002 TL	51	3.55	0.558	0.354	0.841
17.003-25.003 TL	94	3.63	0.521		
25.004-33.004 TL	47	3.59	0.602		
33.005-41.005 TL	82	3.63	0.582		
41.006 TL and above	138	3.65	0.543		

Table 10

*Research Model Analysis Findings*

Outcome Variable: TKVT						
R	R-sq	F	p			
0.449	0.201	103.335	0.000			
	coeff	se	t	p	LLCI	ULCI
constant	2.130	0.149	14.332	0.000	1.838	2.422
STPB	0.382	0.038	10.165	0.000	0.308	0.456
Outcome Variable: STT						
R	R-sq	F	p			
0.522	0.272	76.397	0.000			
	coeff	se	t	p	LLCI	ULCI
constant	2.390	0.132	18.134	0.000	2.131	2.649
STPB	0.088	0.031	2.898	0.004	0.028	0.148
TKVT	0.337	0.036	9.439	0.000	0.267	0.408
Outcome Variable: STT (Total effect model)						
R	R-sq	F	p	F	p	
0.337	0.113	52.430	0.000	49.055	0.000	
	coeff	se	t	p	LLCI	ULCI
constant	3.108	0.119	26.218	0.000	2.875	3.341
STPB	0.217	0.030	7.241	0.000	0.158	0.276
Test of STPB by TKVT interaction:						
R	R-sq	F	p	F	p	
	coeff	se	t	p	LLCI	ULCI

### Analysis of the Research Model

In the analyses conducted within the scope of the research, the effects of marketing components on consumer decision-making styles and sport consumer satisfaction in sport consumption were examined using the PROCESS macro extension. The findings can be summarized as follows:

First Model: In the model examining the effect of marketing components on consumer decision-making styles in sports consumption, the regression coefficient was found to be positive and statistically significant ( $p < 0.05$ ). This shows that marketing components have a positive effect on consumers' decision-making styles.

Second Model: In the model evaluating the effect of marketing components and consumer decision-making styles on sport consumer satisfaction, it was found that both variables had a positive and statistically significant effect on satisfaction ( $p < 0.05$ ). In addition, when the t-statistic values are compared, it is seen that the effect of marketing components on consumer satisfaction is higher.

Model Three: In the model analyzing the total effect of marketing components on sport consumer satisfaction in sport consumption, both the direct effect of marketing components and the mediating role of consumer decision-making styles were found statistically significant ( $p < 0.05$ ). This finding indicates that consumer decision-making styles play a mediating role in the effects on sport consumer satisfaction.

The results suggest that marketing components play an important role in increasing the satisfaction levels of sport consumers and that consumer decision-making styles can mediate this process. These findings can be taken into consideration in shaping strategic decisions in the field of sport management and marketing.

Table 11

*Impact Analysis Findings by Model*

Total effect of STPB on STT						
Effect	se	t	p	LLCI	ULCI	c_cs
0.217	0.030	7.241	0.000	0.158	0.276	0.337
Direct effect of STPB on STT						
Effect	se	t	p	LLCI	ULCI	c'_cs
0.088	0.031	2.898	0.004	0.028	0.148	0.137
Indirect effect(s) of STPB on STT						
	Effect	BootSE	BootLLCI	BootULCI		
TKVT	0.129	0.019	0.093	0.170		
Completely standardized indirect effect of STPB on STT:						
	Effect	BootSE	BootLLCI	BootULCI		
TKVT	0.200	0.027	0.150	0.255		

After the research hypothesis was supported, the effects of marketing components and consumer decision-making styles on sport consumer satisfaction were analyzed. The findings presented in Table 11 can be summarized as follows:

Direct Effect: The direct effect of marketing components on sport consumer satisfaction was found to be statistically significant with regression coefficient  $cc's = 0.137$  ( $p < 0.05$ ).

Indirect Effect: The indirect effect of marketing components on sport consumer satisfaction through consumer decision-making styles was calculated as 0.200. The significance of this effect was tested by bootstrap resampling method and the results were found statistically significant.

Total Impact: The total effect of marketing components on sport consumer satisfaction was determined as  $ccs = 0.337$ . This total effect reflects the combination of both direct and indirect effects.

The findings reveal that the effects of marketing components on sport consumer satisfaction are realized through direct and indirect ways. The significance of these effects was confirmed by t-test and bootstrap methods. Therefore, the mediating role of consumer decision-making styles in indirect effects is considered as a remarkable finding.

### **Discussion and Conclusion**

Sports is known as a sector where many people spend their free time and businesses try to offer goods and services in this field. This mix of marketing components of product, price, promotion and distribution (Ince, 2019) is also used effectively in sports. The consumer satisfaction dimension of these benefits obtained by the sports consumer in response to their needs remains important. The question of how the consumer's decision-making styles affect the effect of the consumer on these variables is of great interest to businesses working in this field (Bardakcı, Kantar, & Madak, 2024).

It was concluded that there was no statistically significant difference in terms of demographic variables in the Sports Consumer Satisfaction Scale and the Marketing Components in Sports Consumption Scale used in the study. In line with the findings obtained, a statistically significant difference was found in the Consumer Decision Making Styles Scale used in the questionnaire in terms of the age group variable, and the source of this difference is that the perception of Consumer Decision Making Styles is higher in the participants in the 18-22 age group than in the participants in the 33-42 age group.

It is seen that the effects of marketing components discussed in the study on consumers' decision-making styles and marketing components on consumer satisfaction are high and positive. On the other hand, it has been concluded that consumer decision-making styles also play a mediating role in the effects on sports consumer satisfaction. In addition, as a result of revealing that the effect of marketing components on sports consumer satisfaction is realized in direct and indirect ways, the mediating role of consumer decision-making styles in indirect effects emerges as a remarkable finding. As a result of all these, the decision-making styles of consumers in the shopping process show that marketing components have a mediating role in customer satisfaction. It is concluded that consumers who are in the radical decision-making process are more affected by brand image and experiences from marketing components. Marketing activities designed in line with the target audience in marketing will contribute to different decision-making processes of the consumer. In the strategies determined to increase consumer satisfaction in sports organizations, results that should be taken into consideration in terms of satisfaction have been obtained.

### **Recommendations**

In future studies, the study can be evaluated in other areas by adding some different variables to the questionnaire for similar studies. Similar studies can be conducted to determine behavior satisfaction according to consumer differences in other sports styles determined by this study. In this quantitative research-oriented study, qualitative data can also be collected in order to determine emotional reactions at the time of this study, and the research process that is missing in the field can be carried out by taking cultural differences into consideration. In-depth analysis should be possible by determining the values and lifestyles of different consumers. It would be appropriate to conduct studies for sports clubs, organizers and sports marketing companies in the dimension of determining the thoughts of the other party. Studies should be conducted to determine the long-term effects of digital marketing and the use of artificial intelligence in this process by adding factors for social sustainability.

### **Researchers' Declaration of Contribution**

Each author contributed 50%.

### **Conflict of Interest Statement**

There is no conflict of interest with any organization or individual within the scope of this study.

### Financing

No specific grants were received from funding organizations in the public commercial or non-profit sectors.

### Compliance with Ethical Standards

The author declared that the tools and methods used in the study did not require Ethics Committee approval.

### References

- Ahn, S. Y., & Shim, J. W. (2013). A research on the nature of working of the employees in e-sport industry. *Korean Journal of Communication and Information*, 62, 264-285.
- Alexandris, K., & Palilalia, E. (1999). Measuring customer satisfaction in fitness centres in Greece: An exploratory study. *Managing Leisure*, 4(4), 218-228.
- Anderson, D. J. F. (2019). Investigating fandom, motives, and consumption patterns of esports consumers (Doctoral dissertation, Sam Houston State University).
- Argan, M., Özer, A., & Akın, E. (2006). Electronic Sports: Attitudes and Behaviors of Cyber Athletes in Turkey. *Sport Management and Information Technologies*, 1(2), 1-11.
- Bardakçı, A., Kantar, M., & Madak, Ö. N. (2024). Business models of online grocery shopping applications operating in Turkey. *Journal of Entrepreneurship and Innovation Management*, 13(1), 9-41.
- Brunello, A. (2018). Brand equity in sports industry. *International Journal of Communication Research*, 8(1), 25-26.
- Dursun, İ., Alnıaçık, Ü., & Tümer, K. E. (2013). Tüketici karar verme tarzları ölçeği: YAPISI ve boyutları. *Uluslararası Yönetim İktisat Ve İşletme Dergisi*, 9(19), 293-304. <https://doi.org/10.11122/ijmeb.2013.9.19.418>
- Dursun, İ., Alnıaçık, Ü., & Tümer, K. E. (2013). Consumer decision-making styles scale: Structure and dimensions. *International Journal of Management Economics and Business*, 9(19), 293-304.
- Eren, S. S., & Erge, A. (2012). The effects of brand trust, brand satisfaction and customer value on brand loyalty of consumers. *Journal of Yasar University*, 26(7), 4455-4482. <https://doi.org/10.19168/jyu.39018>
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18, 382-388. <http://dx.doi.org/10.2307/3150980>
- Güzelipek, Y. A. (2023). E-sport: Ball and the rifle are on the net. In *Metaverse: Technologies, Opportunities and Threats*, pp. 323-331. Singapore: Springer Nature Singapore. [https://doi.org/10.1007/978-981-99-4641-9\\_22](https://doi.org/10.1007/978-981-99-4641-9_22)
- Hashim, K. F., & Tan, F. B. (2015). The mediating role of trust and commitment on members' continuous knowledge sharing intention: A commitment-trust theory perspective. *Int. J. Inf. Manag.*, 35, 145-151.
- Haşiloğlu, S. B., Baran, T., & Aydın, O. (2015). A study on potential problems in marketing research: Convenience sampling and frequency expressed scale items. *Pamukkale Journal of Business and Information Management*, (1), 19-28.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
- Ince, H. (2019). The effect of marketing mix strategies in export marketing and a research on Kahramanmaraş textile sector. *International Journal of Academy of Social Sciences*, (2), 53-63.
- Karalar, R., Baris, G., & Velioglu, M. N. (2006). Consumer behavior. Eskisehir: Anadolu University Publications.
- Kim HY. (2013). Statistical notes for clinical researchers: Assessing normal distribution (2) using skewness and kurtosis. *Restor Dent Endod.*, 38(1), 52-54.
- Kim, D., & Ko, Y. J. (2019). The impact of virtual reality (VR) technology on sport spectators' flow experience and satisfaction. *Comput. Hum. Behav.*, 93, 346-356.
- Kim, D., Park, C., Kim, H., & Kim, J. (2019). Determinants and outcomes of volunteer satisfaction in mega sports events. *Sustainability*, 11, 1859.
- Koç, E., (2007). Consumer Behavior and Marketing Strategies: Global and Local Approach, Seçkin Publishing, Ankara.
- Koçak, E., & Tektaş Ö. (2022). Investigation of Factors Affecting Individual Consumers' Household Energy Saving Behavior. *Hacettepe University Journal of Faculty of Economics and Administrative Sciences*, 40(1), 121-143. <https://doi.org/10.17065/huniibf.888951>
- Kotler, P. (2015). Kotler and Marketing (4. b). Istanbul: Agora Bookstore.
- Kotler, P. (2018). A'dan Z'ye Pazarlama (Translation: Ashı Kalem Bakkal). Istanbul: MediaCat Publications.

- Lee, J. H., Kim, H. D., Ko, Y. J., & Sagas, M. (2011). The influence of service quality on satisfaction and intention: A gender segmentation strategy. *Sport Manag. Rev.*, 14, 54-63.
- Mucuk, İ. (2001). Marketing Principles (13. b). Istanbul: Türkmen Kitabevi.
- Odabasi, Y. (1988). Consumer purchase decision process in tourism marketing. *Journal of Anadolu University Faculty of Economics and Administrative Sciences*, 6(2), 81-90.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *J. Retail.*, 64, 12-40.
- Sekaran, U. (1992). Research Methods for Business: A Skill-Building Approach. New York: John Wiley & Sons, Inc.
- Şimşek, K. Y., & Mercanoğlu, A. O. (2014). Turkish adaptation of sport consumer satisfaction scale: The case of recreational sport consumers. *Journal of Sport Sciences*, 25(4), 159-171.
- Torlak, Ö., & Tiltay, M. A. (2017). Marketing ethics: Analysis of marketing decisions and consumer behavior on the axis of social responsibilities. Beta Basım Yayım Dağıtım.
- West, S. G., Finch, J. F., & Curran, P. J. (1995). Structural equation models with non-normal variables: Problems and remedies. In: Hoyle, R. H., Ed., *Structural Equation Modeling: Concepts, Issues, and Applications*, Sage, Thousand Oaks, PP. 56-75.
- Yalçın, H. B., Yüктаşır, B., & Doğru, Z. (2004). Marketing components in sports consumption: Scale development. *Journal of Sport Sciences*, 15(4), 219-232. <https://doi.org/10.17644/sbd.171498>