

Walking Advertisements: A Research on Athletes in Turkey

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Abstract

Sport which is a common product of people from different culture and social status has important place on branding. The increasing interest in sports has bough the sports to international markets. In this sense, advertising has become an important sector for sports industry. Sport companies who sees the athletes as a mediator when advertising leads to the emergence of the concept of walking advertisements. In this study the differences between perception of walking advertisements of athletes is investigated through demographic characteristics and sportive activities. As a result it is found that age groups, education levels, branches and brands in sportwear has significant effect on the perception of walking advertisements.

Key Words: Turkey, Sports, Advertising, Branding, Athletes, Sponsorship.

Introduction

In last 20 years, sports have become more and more important sector. In the sector, rising costs and commercial opportunities lead sector to different directions in management. Moreover, from sports clothes producer to sponsors, people try to use the sector as a commercial market for their sales. In this process, to attract the sports fans' attention as customers, they take advantage of sportsman, teams, leagues and competitions (Chadwick and Walters, 2008: 3).

Sports spread all over our lives. It provides incredible advantages to reach target group directly and effectively. With the influence of today's marketing communication, sports have been started to use marketing and strategies. The necessity of being saleable increase the process of taking advantage of sports for brands as competitiveness has become greater day by day. Having sports ensure its place in marketing strategies, sports gain its independence with the term of sports marketing. Firms/Brands do not consider sports as communication strategy and grasp sports as a production cannot get any competitive advantages (www.nuveforum.net).

Brand, introducing a product, providing information about the substitution of the product, or to significantly differentiate from competitors, and motivate the consumer to purchase the product create consumer product in a consumer line, which enables dependency continuous receiver so to make a customer is an element that runs (Kurtuldu, 2008: 71).

Have a lot of products in today's market and not different from each other make the choice for consumers is really hard, thus "brand" is becoming increasingly important. Sportsman, coaches, sports trainers who are sports clothes manufacturer's target group are advertising the brand they choose to use since consumers head to prefer a brand for various reasons such as its quality, price, other people's choices etc. therefore, sportsman and people interested in sports are having a great place for advertising brands.

Professional tennis has brought changes to characteristic 21th century sports typical commercial. Developing global high-profile tennis players and tournaments has provided fertile ground for sportswear manufacturers, sponsors, and related organizations. The best male and female players promote major brands worldwide by using sporting and cultural icons, sponsorships, support agreements, promotion campaigns in which they appear, and there are large financial rewards they trust in (Chadwick and Walters, 2008: 3).

Sports with its audience, press, radio-television, and brands constitute an important share of the world capital (Atasoy ve Kuter, 2005: 21). The world's leading sportswear brand well-defined the customer group they are advertising message; most appropriate to the target audience and the purpose of the ad message, using the famous athletes of deliverability as a tool for their own ads on tennis players and they named them as "walking advertisements".

The study that is conducted in various provinces of Turkey takes concept of advertising and theoretical knowledge related to it in priority in the first part of study. In the second part of it, a survey has conducted on players in the province of Kilis, Gaziantep, Nigde and Antalya, and results of this study have taken a place.

Advertisement in Sports

Today, sports, personal and social health guardian and developer accepted as an important service sector with the attributes. On the one hand, with the influence of today's mass media, sports has become a profitable advertising and promotional tool that is attracting wide masses intensive interests as a demonstration and entertainment activity has evolved into the consuming sector. On the other hand, it has become an economic activity that entrepreneurs are experiencing significant amounts of financial transactions for an attractive. Sports is the subject of business and sports managements are both in terms of service production and goods production and consumption sectors, business and sports management science constitutes the subject of their research. Sports is become a subject to research in business and sports management fields in terms of service production function and manufacturing and consuming sectors (Can and Soyer, 2000: 182).

Nowadays, many brands try to give messages via sports to contribute consumers' preferences and their image since sports is a unique production that all consumers coming from different cultures and different social backgrounds could consume together. Sports, which could also be described a peerless language that speak to all around the world, has become one of the biggest weapon of marketing with the improving technology and communication tools. It is a large investment field for use of advertising and marketing strategies for brands that understand its communication power. In the worldwide, 80 per cent of 30 billion dollars of sponsorship spending is in sports field is the best indicator of that (Bozkurt and Kartal, 2008: 31).

Firms have an advantage to make their advertisement via sponsorship investments to sports which have a great power to get attention of number of people (Ekmekeçi et. al, 2013: 91). Sponsors could be described as

a person or company that support a sports club or sportsman financially to make their advertisement. It is a commercial investment. With the sponsorship, firms aim to increase corporations' image, diversify their brand, supporting corporations' targets. Furthermore, sports give a chance to brands voice about themselves to more costumers (Atasoy and Kuter 2005: 21).

Most of firms see sports as a great opportunity to introduce their companies and brands worldwide (Nicholls et. al., 1999: 365). Sponsorship, that is not directly one of usual activities of companies, is a commercial investments which supports firms in term of material and financial supplies to develop firms' images, rise brands recognition or directly support marketing of their goods to get commercial beneficiary (Javalgi et. al., 1994: 48).

In the organisations or sports place, appropriate placement of advertisement board or sponsors' logo or brands name has a probable effect on message delivery. Additionally, scientific works show the high harmony between organization and goods also influence costumers' reaction to the goods or brand (Pham et. al, 2001: 124). Thus it can be said that the most important thing to affect customers' reaction to the brand is advertisement.

Generally, advertisement that aims to increase goods' sales target wide range of people due to the channels they use. Ad message reaching to vast of people and impacting them in a short time have different effects besides its marketing power on target group. According to the common notion on the issue, advertisement also might have negative or positive impact on people socially, culturally, and psychologically. That is to say, advertisement could lead people largely in diversity of matters (Sayimer et. al., 2007: 247).

According to Tuncer et. al. (1992) advertisement is promotion tools that inform target groups about its goods and services, brands or the firm itself. Also it aims to encourage consumers to buy goods or services or to position the brands, and again with the same purposes that are components of other promotions conducted in order to support as a promotion tool. (Ecer and Canitez, 2004: 290).

In advertisement, message in the form of words, sounds, images and symbols to be passed to the audience throughout a planned effect. The prominent feature of the ad in terms of communication occurs when the planned impacts intent to the target group to mobilize to the product or institution. Various presentation formats of a given message in a balance of all the planned effect is to perform at the highest level (Sayimer et.al., 2007: 253-254). In Wernick's (1996) opinion, advertisement depends on this assumption: To make mass production consumers' goods gain an image with brand and then connect it with the world of social values. If one wants an effective advertisement –everyone wants- the goods in the introduction process should be placed in an appropriate place in order to support and boost it in the competition circumstances. Advertisers must do put costumers into a line with the adverb of manner they feel like the goods are their own.

According to Serarslan (1990), firms can benefit from one, some or all of alternative ways of marketing via sports. They are; settle up a sports club to be actively in sports activities, support a related event, team activity or sportsman (provide sponsorship), contribute to organise an event to help business connection and attend this kind of organisations, and use of sportsman in the advertisement of goods and services (Gündoğdu and Devocioğlu, 2008: 4).

Target group is quite important in advertisements. It should be answered these questions for that: What sort of customers do you have or you want to have? What is the demographic profile? How much percent is male and how much is female? What age? What are their interests or life style? What kind of goods they are buying generally? Mainly, in the light of these questions, customers should be known and construed. For instance, the advertisements via media, if you are selling sports equipment, it is better to give your ads in ESPN channel, which is only broadcasting sports programmes, Turner and USA also broadcasting sports related events too (Smith, 1996: 67-68).

The improvement in sports economy recent days leads development in the consumer-centred marketing approach and empowered to the term of brand day by day. In the sports market, customer-centred marketing approach cause increase in competition. More interests in the sports make a stronger market that competition is too high within. Therefore, sports clubs get bigger share from the advertisement and sponsorship agreements. Benefits for the firms are reaching more people to make them familiar with their brands since sports is a global game to provide an opportunity to compose brand awareness and brand loyalty as.

The use of famous athletes as one of strategies of sports marketing is to reveal the question of how important to identify their image with the product or brand in the sports industry (Çavuşoğlu, 2011: 165-166).

It is possible to express the social factors affecting brand choice as family, social class, reference groups, cultures, roles, friends, media and advertising. The main purpose of advertisements is to raise awareness about the products/services and brands in targeted consumers and to create a change of attitude. Some changes has been observed in the process of purchase decision and purchase behaviour since consumers are affected on emotional and cognitive base through advertisements (Aktuğlu ve Temel, 2005: 50).

Owing to advertisement, the goods or services of advertised business or organization differentiate from the goods or services of other enterprises or institutions. For this reason, to make a difference in the customers' perception of goods or services advertisement can be used as a functional tool (Ecer ve Canitez, 2004: 291). Advertising is throughly different from trade. It is the whole society who is addressed. Advertisement is a part of marketing. If there is insufficiencies in the other marketing activities, the advertisement only itself does not increase sales. Although there are some efforts to increase the sales in a confined area, to increase the prestige of an institution are also used to influence the numerical, social and biological behavior of people (İnceoğlu, 1998). Prestige is a concept which contributes to growth. The effect of seeing again a name is to associate this name with the product group (Smith, 1996: 38).

According to Uzun 2002, consumer pays a high attention to the quality and resistance of product, the after-sales service and its brand. The brand helps consumers to recognize the products and facilitates to buy them (Ersoy vd., 2004: 2). According to Kotler (1984), the brand is a term, symbol, name or a combination of these which is produced by any business or supplied to the market by intermediaries, gives an identity to services, makes the related products different from its competitors. According to Ak 1998, the brand is a name, term, symbol, word, shape or all of them in order to define the products and services, to distinguish them from each other, to inform, to create an image, and even to give a certain identity for that product or service.

According ro researchers, the aim of promotional advertisements should be at a level to catch interest, desire, and purchase process. According to Haynes and Ark. 1999, as the effects of family and close neighbourhood increase, the trend to find the informing level of product advertisement enough also increases. The finding that there is a significant relationship between advertising messages and consumer expectations supports it (Kurtuldu, 2008: 72). The size and importance of the impact of advertisements aiming at creating demand for special products or raising prevailing demand in targeted groups impose social duties on advertisement. As long as the advertisement maintains to convince which its basic function with an idea of contemporary responsibility, its impact upon the society would be utterly positive (Sayımer vd., 2007: 254).

Businesses can develop strategies of the preferences of their brands. In order to raise a demand to their brands and lead the consumers to the behaviour of purchase, businesses should use appropriate communication tools in an effective manner (Tozoğlu, 2010: 58).

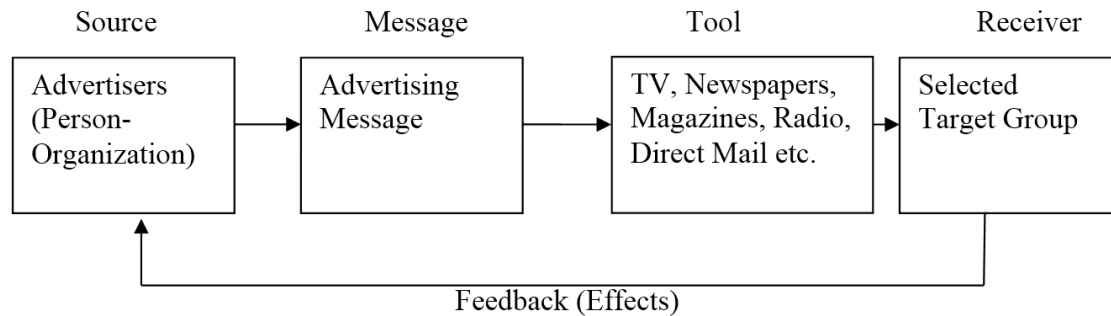


Figure 1. Advertisement as Communication Process (Odabaşı ve Oyman, 2010: 99).

The messages aiming to realize desired objectivess is transmitted to a selected and determined targeted group via communication tools. Therefore, if figure 1 is associated with sport, athletes in the transmission of advertising messages can be viewed as a communication channel in the sport.

Advertisements are generally presented to customers in writing through mass media. Here, an important subject occurs. It is the cost of advertisements. The cost of an advertisement can vary on which advertisement tool are used. However, advertisements requires a serious cost in all conditions. When the targeted market and aims are reached, there will be profit. If we consider the opposite situation, we may talk about a serious waste.

The important factor behind the consumers preference to branded products is the value owned by the brand. It will attract demand to itself according to how much value the brand has. Brand value; is “sum of achievements of brand in global, regional and national scale” (Elitok, 2003: 91).

Advertising should take place on an appropriate time and place for a right organization. In the sport industry which reaches to enourmous capacity, when the new marketing strategies are taken into consideration, it could be accepted that athletes is considered to be decisive. In particular, the involvement of students graduated from the school of physical education and sports in sports activity all the time (as teachers, coaches, managers and so on) will cause to be observed of them by other people. Therefore, the sports products brands they use can be preferred much easily in the groups which they attract or the consumers around. As a result, it is considered that the organizations which own school of physical education and sports can create more effective strategies in brand positioning (Tozoğlu, 2010: 51). In a global scale, tennis is a significant branch in which the sportswomen and sportsmen are used as advertising tools.

Federer in the Wimbledon Tennis tournament and Mauresmo in the US open tennis tournament may have a considerable impact upon the perception of people on a sportswear brand; indeed positive effect of this kind of partnerships / relationships has been proved. Thus, sportswear and non-sportswear brands struggle with each other to locate their logos on the equipment of tennis players (Chadwick ve Walters, 2008: 3-4).

In the consumption of clothes, it becomes important to create an image apart from to meet the necessities. The consumer who follows the fashion of the day highlights its place in society as a follower of the brand at the same time. Brand is constant and permanent identification symbol. This symbol may affect society by visual and auditory channells. The inclination of consumers to brands is related with the quality, reliability, price and up-to-date feature of this brand (Eray, 1999: 114).

According to Baykal 1999, the brand is the best way to recognize the product for consumers. As long as the product pleases and meets their requirements, they do not avoid from the product. Brand shows the product's origin, carries quality assurance and guarantee (Kurtuldu, 2008: 72). Consumers' positive feelings

towards the brand, more frequent purchase of their brands than other brands, the continuity of purchase and the use of this brand for longer periods may be described as brand loyalty (Odabaşı ve Barış, 2002: 100). In this respect, it is possible to say that advertising has some functions such as to create need, build awareness, inform, form attitudes, provide purchase intention, sell and create loyalty (Sayimer vd., 2007: 248).

According to Lau and Lee 1999, brand, institution and consumer-brand characteristics are the key factors which ensure the feeling of trust to the brand. Trust in brand is seen as a factor that leads to brand loyalty. According to Mitchell 200, global brands need to acquire the trust of consumers far beyond the high limit. The higher the potential impact of a brand is, the higher expectations it would be expected (Kurtuldu, 2008: 72-74).

According to Arnold 2001, brand is a name, concept, symbol, design or a combination of all these components which differentiate them from their competitors. All products without labelled as brand are perceived as having the same quality in the eye of the consumers, and this leads consumers to prefer the cheapest product. Businesses uses brand to attract the attention of consumer to their products and to ensure the recognition of their products again (Tozoğlu, 2010: 58).

In marketing through sport, promotion activities could be seen especially in the form of sponsorship spending on football related clubs and organizations. Sport branches which are becoming popularized and finding more space in the media are being preferred. Brands aim to get effective results with sport organizations which have a quick access to the masses created by the popular culture (Bozkurt ve Kartal 2008: 31).

As for Güçdemir 1998, the idea of having the branding products, meeting the needs and achieving the quality level expected from the product render the brand as indispensable element for the consumers. The brand which helps to emerge the consumer trends provides consumers both to find what exactly they want and to feel safe. The most obvious indicator to remark the confidence towards the brand is the embrace of brand by consumers in the form of desired design and quality (Ersoy vd., 2004: 2). Brand loyalty is a preference to purchase a particular brand of a general product group (Salegna ve Goodwin, 2005: 52). If a consumer tends to pay a higher price to a certain brand within the same product group and tends to recommend this brand to those around him that it could be characterized as of a person's brand loyalty (Giddens, 2002: 1).

According to Topçuoğlu 1996, advertisements in which mass media is used as a tool to transmit the products to consumers and to ease this flow has adversary effects. Advertisement critics tend to emphasize its following aspects:

- Advertisement make people buy the services they do not need.
- Advertisement wash people's brain.
- Advertisement increases the costs of products and services against consumers.
- Advertisement leads to the dominance of people who advertise over the media and broadcasting tools.
- Advertisement leads concentration in the economy, facilitates monopolization
- Advertisement corrupts art and culture.

For this reason, the concept of testimony in advertisements may be considered. In the advertisements based on the testimony format, celebrities, ordinary people or experts in a particular field of product transfer positive thoughts and experiences about the brand and product. The ongoing researchs have proved that celebrities are very successful to remind some feeling by creating a positive effect on targeted group. For instance, after using Michael Jackson as Pepsi commercial, 8% increase in sales of Pepsi was achieved. When there is a strategic harmony between the images of famous people used in advertisements and advertising purposes of product, an image transfer to the product could be revealed. However, the lack of

strategic harmony between the celebrity and the product would give harm to the product (Sayimer ve vd., 2007: 270). As there are cohesion and integration between athletes and sports brands, damage to the product will not be in question. Therefore, with the testimony of famous athletes, the institutions and brands using sports are realizing their advertising workings.

A Research on Sports Advertising: The Case of Turkey

Subject and the Purpose of the Study

The subject of the research is “walking advertisement: The Case of Turkey.” The purpose of the study is to detect the differences between the perception of walking advertisements who play in various clubs in Turkey. The differences are inspected through demographics and sporting life of athletes.

Scope and Limitations of the Study

This research has been done considering the following scope and limits:

- This research is limited to Kilis, Gaziantep, Niğde and Antalya regions of Turkey.
- For the study, 290 questionnaires distributed, however 272 of them returned, 12 of them ignored due to deficiencies and finally 260 questionnaires were examined.
- Questionnaires are distributed before or after the event also before or after the training. Therefore, the conditions under which athletes completed the surveys varied. That issue can be evaluated as a limitation
- Branches of the athletes can be accepted as a limit.

Method of the Study

Sampling

The sample of the study consists from athletes who played for various clubs in the province of Kilis, Gaziantep, Niğde and Antalya. These athletes play in a team or individual.

Preliminary Study

A preliminary study is prepared before collecting data. The subject of the preliminary study consists from 20 athletes which represents the sampling. The demographic characteristics, educational information, the status of the sponsorship are asked to athletes. The results of the preliminary study is evaluated and the final form of the questionnaire is prepared after this evaluation.

The Hypothesis of the Research

Hypothesis 1: There is no statistically significant difference between the perception of advertising of athletes and age groups.

Hypothesis 2: There is no statistically significant difference between the perception of advertising of athletes and experience.

Hypothesis 3: There is no statistically significant difference between the perception of advertising of athletes and gender.

Hypothesis 4: There is no statistically significant difference between the perception of advertising of athletes and education level.

Hypothesis 5: There is no statistically significant difference between the perception of advertising of athletes and departments of education.

Hypothesis 6: There is no statistically significant difference between the perception of advertising of athletes and branch of sport.

Hypothesis 7: There is no statistically significant difference between the perception of advertising of athletes and professional level.

Hypothesis 8: There is no statistically significant difference between the perception of advertising of athletes and status of sponsorship.

Hypothesis 9: There is no statistically significant difference between the perception of advertising of athletes and financial support.

Hypothesis 10: There is no statistically significant difference between the perception of advertising of athletes and brand support for clubs.

Hypothesis 11: There is no statistically significant difference between the perception of advertising of athletes and their preferred brand of sportswear.

Hypothesis 12: There is no statistically significant difference between the perception of advertising of athletes and sponsor support.

Dataset Collection

In accordance with the information contained in the theoretical part of the study, a questionnaire was prepared. Questionnaire consists of two parts. First part includes demographic characteristics (age, experience, education, sport branch) with preferred brand of sportswear. Second part consists from a scale which includes ten items. These statements are prepared according to a Likert scale with “strongly disagree=1, disagree=2, no idea=3, agree=4, strongly agree=5”.

After obtaining necessary permits from the coaches of the teams, the questionnaire is administrated to athletes. A total of 290 questionnaires were distributed. Some of the questionnaires are filled with interview while other questionnaires are distributed to the athletes by the their coaches. Some of the athletes were in the events outside of the province during the execution of the survey. That is why some of the distributed questionnaires did not return. Finally 272 questionnaires recollected of which 12 of them were ignored and 260 of them analyzed.

Analysis and Evaluation of Results

Collected dataset is loaded to SPSS and all of the analysis are made through this software. Kruskal-Wallis and Mann-Whitney tests were applied to test the hypothesis of the research. In addition, the survey data is summarized in the form of frequency distributions and percentages.

Findings and Comments

As shown in Table 1, 91 (35%) athletes participated in the survey were female and 169(65%) were male. It is seen that larger part of the group were males.

Table 1: Gender of athletes participating in the research

Gender of athletes	Frequency	%
Female	91	35
Male	169	65
Total	260	100

As shown in Table 2 the education level distribution of athletes are as follow; 10 of (3.8%) primary school, 100 of (38.5%) high school, and 26 of (10%) undergraduate, 121 of (46.5) graduate, 3 of (1,2) postgraduate. It is clear that major part of the participants obtained graduate or higher degree of education.

Table 2: Education level of athletes

Education Level	Frequency	%
Primary School	10	3,8
High School	100	38,5
Undergraduate	26	10
Graduate	121	46,5
Postgraduate	3	1,2
Total	260	100

As shown in Table 3 the age level distribution of athletes are as follow; 9 of (3.5%) between 11 and 13, 34 of (13.1%) between 14 and 16, 54 of (20.8%) between 17 and 19, 163 of (62.7%) is 20 or higher. It is clear from the table that higher proportion of athletes are at the age of 20 or higher.

Table 3: Age Level Distribution of Athletes

Age of the Athletes	Frequency	%
11-13	9	3,5
14-16	34	13,1
17-19	54	20,8
20+	163	62,7
Total	260	100

As shown in the Table 4, 91 (35%) plays football, 44 (16.9%) plays basketbol, 66 (25.4%) plays volleyball, 59 (22.7%) plays in other branches of sports. Football is the dominant spor among the surveyers.

Table 4: Branches of the Athletes

Branch	Frequency	%
Football	91	35
Basketball	44	16,9
Volleyball	66	25,4
Other	59	22,7
Total	260	100

As shown in Table 5, There is statistically significant difference between the perception of advertising of athletes and age groups $H(1)=12.107$, $p=0.007$. Nonparametric Kruskal Wallis tests are carried out to reveal where the difference occurs. Statistical difference emerged between the 20+ group and 14-16 age group ($U=-44247$, $p=0.009$). Other comparisons did not produced significant difference. Mean rank for 14-16 age group is 93.75 while mean rank for age group 20+ is 138. It is possible to say that athletes whose age are between 14 and 16 have more positive perceptions towards walking advertisements.

In order to test the statistical difference between experience and perception of advertising, we employed Kruskal-Wallis test. Experience did not seem to have any affect on the perception of advertising $H(2)=4.471$, $p=0.107$. In order to test the statistical difference between gender and perception of advertising, we employed Kruskal-Wallis test. No statistical difference is detected between the perception of female athletes (mean rank = 130.90) and male athletes (mean rank = 127.27) ($U=7143.000$, $p=0.710$).

There is statistically significant difference between the perception of advertising of athletes and education level $H(4)=12.098$, $p=0.017$. Nonparametric Kruskal Wallis tests are carried out to reveal where the difference occurs. Statistical significance occurs between primary school and graduage levels of education ($U=-70192$, $p=0.039$). Other comparisons did not produced significant difference. Mean rank for primary school is 72.55 while mean rank for graduate is 142.74. It is possible to say that athletes whose education is primary school has positive perception about walking advertisements.

There is statistical difference between education department and walking advertisement perception $H(5)=11.237$, $p=0.024$. Nonparametric Kruskal Wallis tests are carried out to reveal where the difference occurs. Statistical difference emerged between physical education and teaching departments ($U=-29912$, $p=0.028$). Other comparisons did not produced significant difference. Athletes whose education continues have mean rank of 99.56 while graduated athletes have mean rank of 129.47. It is possible to say that athletes whose education still continues have positive perception about walking advertisements.

There is statistical difference between branch and walking advertisement perception $H(6)=14.940$, $p=0.002$. Nonparametric Kruskal Wallis tests are carried out to reveal where the difference occurs. Statistical difference emerged between volleyball and football ($U=42681$, $p=0.003$) also between other branches and football ($U=35505$, $p=0.025$). Other comparisons did not produce significant difference. Mean rank for athletes who play volleyball is 108.14 while mean rank for athletes who play football is 150.82. It is possible to say that athletes who play volleyball have positive perception about walking advertisement. Mean rank for athletes who plays at other branches is 115.32 while mean rank for athletes who plays football is 150.82. It is also possible to say that athletes who play at other branches have positive perception about walking advertisements when compared with athletes who play football.

There is statistical difference between athlete identity and walking advertisement perception $H(7)=8.162$, $p=0.017$. Nonparametric Kruskal Wallis tests are carried out to reveal where the difference occurs. Statistical difference emerged between professional and amateur athletes ($U=28230$, $p=0.019$). Other comparisons did not produce any significant difference. Professional athletes have mean rank of 108.12 while amateur athletes have mean rank of 136.35. It is possible to say that professional athletes have positive perception about walking advertisements when compared with athletes who have amateur identity. Athletes who have sponsorship (mean rank = 26.30) perceive walking advertisements in a positive manner when compared with athletes who do not have any sponsorship (mean rank = 141.05) ($U=6053.500$, $p<0.01$).

Athletes who have financial support from the brand (mean rank = 18.02) perceive walking advertisements in a positive manner when compared with athletes who do not have any financial support (mean rank = 139.41) ($U=5220.500$, $p=0.000$). Clubs who have financial support from the brand (mean rank = 32.39) perceive walking advertisements in a positive manner when compared with clubs who do not have any financial support (mean rank = 139.83) ($U=5686.500$, $p=0.000$). There is statistical difference between brand preference and walking advertisement perception $H(11)=12.810$, $p=0.025$. Nonparametric Kruskal Wallis tests are carried out to reveal where the difference occurs. Statistical difference emerged between other brands and adidas ($U=46099$, $p=0.011$). Other comparisons did not produce any significant difference. Athletes who prefer other brands have mean rank of 87.14 while athletes who prefer adidas have mean rank of 133.23. It is possible to say that athletes who prefer other brands have positive perception about walking advertisements when compared with athletes who prefer brand of adidas.

There is statistical difference between support of sponsorship and walking advertisement perception $H(12)=58.861$, $p=0.000$. Nonparametric Kruskal Wallis tests are carried out to reveal where the difference occurs. Statistical significance emerged between puma – no sponsorship ($U=-126339$, $p=0.000$), nike – no sponsorship ($U=-122749$, $p=0.010$), other brands – no sponsorship ($U=-110170$, $p=0.000$) and adidas – no sponsorship ($U=-103324$, $p=0.020$). Other comparisons did not produce any significant difference. Mean rank for athletes who has been supported by Puma have mean rank of 14.29, mean rank for athletes who has been supported by Nike have mean rank of 17.88, mean rank for athletes who has been supported by other brands have mean rank of 30.45 and mean rank for athletes who has been supported by Adidas have mean rank of 37.30 while mean rank for athletes who has not been supported by any brand have mean rank of 140.62 olmaktadır. It is possible to say that athletes who are supported by Puma, Nike, Adidas and other brands have positive perception about walking advertisements when compared with athletes who do not have any sponsorship.

Table 5: Kruskal-Wallis and Mann-Whitney Results of the Hypothesis

	Test	Test Statistics	Standard Error	Degrees of Freedom	Two tailed significant value	Decision
Age	KW	12.107	-	3	0.007	Accept
Experience	KW	4.471	-	2	0.107	Reject
Gender	MWU	7143.000	559.884	-	0.710	Reject
Education	KW	12.098	-	4	0.017	Accept
Department	KW	11.237	-	4	0.024	Accept
Branch	KW	14.940	-	3	0.002	Accept
Level	KW	8.162	-	2	0.017	Accept
Sponsor	MWU	6053.500	368.928	-	0.000	Accept
Financial Support	MWU	5220.500	338.016	-	0.000	Accept
Club Support	MWU	5686.500	363.074	-	0.000	Accept
Preference	KW	12.810	-	5	0.025	Accept
Sponsor Brand	KW	58.861	-	4	0.000	Accept

Result and Discussion

It would not be wrong to say that the consumption habits of individuals are generally determined by the advertisements in nowadays. Researches reveals that the most consumed product categories and brands are the ones that are most advertised. It is possible to say that advertisements have impact on the consumption behavior of customers. The message in the advertisement must be consistent with reality and must not be misleading. Misleading information may lead to dissatisfaction by making people to buy the products that do not meet their needs and may lead to lose their trust in the system (Sayimer vd., 2007, s. 255). Walking advertisements provides customers to see the products also tests whether their products is in accord with reality.

It is possible to summarize the results of the study as follow:

There is statistical difference between perception of walking advertisements and different age groups. There is no statistical difference between perception of walking advertisements and experience. We did not find any statistical difference between perception of walking advertisements and gender of athletes. We find statistical difference between perception of walking advertisements and education level. There is statistical difference between perception of walking advertisements and education status. There is statistical difference between perception of walking advertisements and sport branches. There is statistical difference between perception of walking advertisements and identity of athletes. There is statistical difference between perception of walking advertisements and sponsor status. It is found that, athletes who gets financial support from sponsors have positive perception about walking advertisements when compared with athletes who do not get financial support. It is found that, clubs who gets financial support from sponsors have positive perception about walking advertisements when compared with clubs who do not get financial support. There is statistical difference between perception of walking advertisements and brand preference. There is statistical difference between perception of walking advertisements and sponsor brand.

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