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INVESTIGATION OF THE RELATIONSHIP BETWEEN BRAND LOYALTY AND CONSUMER PERCEPTION IN SOCIAL MEDIA ADVERTISEMENTS

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ABSTRACT

This study aimed to examine the relationship between Brand loyalty of sports sciences faculty students and consumer perception in social media advertisements. While determining the research method, convenience sampling method was preferred. While the population of this research consisted of 382 university students studying at the faculty of sports sciences, the sample group of the research consisted of the students of Muğla Sıtkı Koçman University Faculty of Sports Sciences. In the study, firstly, the demographic information form developed by the researcher, in the second part, the "Brand Loyalty Scale" developed by Karkar (2018), and in the last part, the "Consumer Perception Scale in Social Media Advertisements" developed by Akyol (2013) were used. In this study, kurtosis and skewness values were analysed to determine whether the data were normally distributed. As a result of the analysis, it was decided that the data were normally distributed. Frequency analysis, reliability coefficient calculations, Pearson correlation analysis and hierarchical regression analysis were performed. All these calculations were performed using SPSS 25.0 package programme. In the analysis, calculations were performed according to $p < 0.05$ significance level. In our research, models were created to determine the effect of brand loyalty on the consumer perception relationship in social media advertisements. In the models created; The effects of the sub-dimensions of the brand loyalty scale and the sub-dimensions of the consumer perception scale in social media advertisements on each other were examined. As a result of the research; Brand loyalty had a significant and positive effect on consumer perceptions in social media advertisements.

Keywords: Brand loyalty, social media advertisements, sports sciences, student.

INTRODUCTION

Today, technological developments are experienced with the effect of globalisation. Depending on these developments, the tendencies of individuals also differentiate along with communication environments (Alan et al., 2018). Therefore, today, organisations have made it a goal to establish strong relationships with customers rather than offering products or services to create loyalty with their consumers (Kwon et al., 2021). To achieve this goal, customers' recognition of the product and involvement in the selection process are seen as factors that increase Brand loyalty (Balakrishnan et al., 2014). Brand loyalty is defined as consumers' fondness for the brand as well as being loyal and showing loyalty to the brand. At the same time, Brand loyalty plays an important role in determining the purchasing tendencies of consumers (Coelho et al., 2018; Atulkar, 2020). According to another definition, Brand loyalty is how customers or consumers resist the competition in the market and how long they continue to use a product or service (Kurtbaşı & Barut, 2010). In a study conducted by a research company in Europe, it was revealed that 47% of social media users are loyal to brands and follow approximately 7 brands regularly and actively (Coelho et al., 2018). Because most people who prefer online shopping see social media as a source of inspiration to make them buy products or services. Thus, social media is seen as a source of creating Brand loyalty by assuming the role of a marketing platform (Rahımı & Kırkbir, 2022). Besides, the fact that social media has become a part of daily life has been influential for brands to start advertising on social media (Güney & Şahin, 2020). Advertising is defined as a valuable tool that can turn people's attitudes in a positive direction and direct them towards products or services (Shareef et al., 2019).

Many companies or businesses spend large amounts of money on advertising to promote their goods and products and attract customers. One of these types of advertisements is "social media advertisements". It is the most common type of advertisement used by marketing experts to reach customers or consumers (Zhao et al., 2022). In particular, social media advertisements offer a new form of consumer-brand relationship and they are important for measuring consumers' perceptions of brands (Laroche et al., 2013; Davis et al., 2014). Social media advertisements on behalf of companies or brands are one of the marketing strategies that can connect with consumers (Munnukka et al., 2015). In this context, some studies close to the research topic of our study are included in the literature. Kabasakal and Öztürk (2019) have examined the effect of social media on brand perception. As a result of the study; 6 companies with the highest sales revenues stated that they consider social media advertisements as the most important tool to reach the target population. In another study; Hamşioğlu and Nalcı (2021) have investigated the effect of social media marketing on brand equity, brand trust and Brand loyalty. As a result, they found that social media marketing has direct and positive effects on brand value, brand trust and Brand loyalty. Sağtaş (2022), in a study, have examined the effect of social media advertisements on brand equity. As a result of the research; it was stated that Instagram adverts had a significant effect on brand equity. In another study, Özkan and Koçer (2021) have examined the effect of television advertisements on children and the relationship between Brand loyalty. As a result; they found that adverts for children cause Brand loyalty, and Brand loyalty is higher in Turkey than in Kyrgyzstan. Şayan (2020) investigated the role of social media

in creating Brand loyalty. As a result of his study; it was stated that every step taken on social media platforms has an important effect on creating Brand loyalty for consumers, and increasing Brand loyalty.

When the studies conducted in the literature are examined; there is no study that measures the relationship between Brand loyalty of university students, one of the important target groups of brands to market their products, and consumer perception value in social media advertisements. Our study revealed the importance of the research in terms of completing the gap in the literature. In this context, this study aimed to examine the relationship between Brand loyalty of sports sciences faculty students and consumer perception in social media advertisements. Individuals receive information about products in many ways when purchasing any consumption material. One of these ways of getting information is social media. Most companies believe that the reasons such as providing the necessary information about the products on social media, making advertisements, and presenting them to people on many platforms will contribute to the individual's adoption of the brand and creating Brand loyalty. For these reasons, this research aimed to examine the relationship between Brand loyalty of sports sciences faculty students and consumer perception in social media advertisements. In this context, the hypotheses of the study consist of the following items.

- 1- There is a relationship between Brand loyalty and consumer perceptions in social media advertisements.
- 2- Brand loyalty affects consumer perceptions in social media advertisements.

METHOD

During the research processes, journal writing rules, publishing principles, research and publishing ethics rules, journal ethics rules are followed.

Research Model

In the study, relational survey model was applied following descriptive research model. In relational survey models, it was aimed to examine the change of two or more variables together (Büyüköztürk, 2010). Although the correlational survey model does not give a real cause-effect relationship, it allows the prediction of the others if the situation in one variable known (Karasar, 2006).

Study Group

While determining the research method, convenience sampling method was preferred. While the population of this research consisted of the students of the Faculty of Sports Sciences, the sample group of the research consisted of the students of the Faculty of Sports Sciences of Muğla Sıtkı Koçman University. The questions that make up the questionnaire form were delivered to the participants via Google Drive and voluntary participation was taken as the basis. A total of 386 people participated in the study. Due to incomplete information, 4 forms

were excluded from the evaluation, and a total of 382 forms were evaluated. This article complies with journal writing rules, publication principles, research and publication ethics, and journal ethics. Responsibility for any violations that may arise regarding the article belongs to the author(s). The ethics committee approval of this research was obtained with the decision numbered E-76062934-044-22443 at the 06.04.2023/07 decision of Kilis 7 Aralık University Ethics Committee.

Data Collection Tools

The demographic information form developed by the researcher was used in the first part, the "Brand Loyalty Scale" developed by Karkar (2018) in the second part, and the "Scale of Consumer Perception in Social Media Advertisements" developed by Akyol (2013) in the last part.

Personal Information

In order to determine the demographic characteristics of the participants, there are 4 questions about class level, gender, department and duration of social media use.

Brand Loyalty Scale

The "Brand Loyalty Scale" developed by Karkar (2018) to determine the Brand loyalty status of consumers consisted of 24 items and three factors. The first 8 items of the scale constitute cognitive commitment, items 9-18 constitute emotional commitment, and items 19-24 constitute behavioral commitment. Cronbach's alpha coefficients were 0.921, 0.939 and 0.868 for cognitive, emotional and behavioral commitment, respectively. Cronbach alpha coefficients applied to the scale in this study were 0,815 for cognitive commitment dimension, 0,842 for emotional commitment dimension and 0,838 for behavioral commitment dimension, respectively. As a result of the exploratory factor analysis applied to the scale, KMO value was found to be 0.966 and significant at $p < 0.000$ level. The explained variance values of the scale were found to be 23.2% in the cognitive commitment dimension, 22.8% in the emotional commitment dimension and 20.2% in the behavioral commitment dimension. The scale items have a 5-point Likert-type rating between 1-Strongly Disagree to 5-Strongly Agree.

Consumer Perception Scale in Social Media Advertisements

The scale, developed by Akyol (2013) to measure the participants' consumer perception levels in social media advertisements, consisted of 15 items and 5 sub-dimensions. The first 3 items of the scale form the informativeness dimension, items 4-7 form the entertainment dimension, items 8-10 form the reliability dimension, items 11-13 form the economic usefulness dimension, and items 14-15 form the value corruption dimension. Cronbach alpha coefficients applied to the scale were 0.719 for informativeness, 0.850 for entertainment, 0.795 for reliability, 0.683 for economic usefulness and 0.650 for value corruption. In this study, the Cronbach alpha coefficients applied to the scale were 0.687 in the informativeness dimension, 0.888 in the entertainment dimension, 0.742 in the reliability dimension, 0.649 in the economic usefulness dimension and

0.697 in the value corruption dimension. As a result of the exploratory factor analysis applied to the scale, the KMO value was found to be 0.881 and significant at $p < 0.000$ level. The explained variance values of the scale were found to explain 12.9% of the total variance in informativeness, 10.5% in entertainment factor, 10.1% in reliability factor, 8.2% in economic usefulness factor, and 8.2% in value corruption factor. The scale items have a 5-point Likert-type rating between 1-Strongly Disagree and 5-Strongly Agree.

Data Analysis

In this study, kurtosis and skewness values were examined to reveal whether the data had a normal distribution or not. It was seen that the results were between -1.5 and +1.5, and it was decided that the data came from a normal distribution (Tabachnick & Fidell, 2007). Frequency analysis, reliability coefficient calculations, Pearson correlation analysis and hierarchical regression analysis were performed. All these calculations were performed using SPSS 25.0 package programme. Calculations were performed according to $p < 0.05$ significance level in the analysis.

FINDINGS

In this part of the study, the analyzes made to determine the relationship between the demographic information of the students of the faculty of sports sciences, the score distribution of the scales and the sub-dimensions of the scales are included.

Table 1. Demographic Variables

Variables		f	%
Gender	Female	160	41,9
	Male	222	58,1
Grade	1.Grade	117	30,6
	2.Grade	129	33,8
	3.Grade	72	18,8
	4.Grade	64	16,8
Department	Sport Management	110	28,8
	Physical Education and Sports Teaching	62	16,2
	Recreation	60	15,7
	Coaching Education	150	39,3
Social Media Usage Duration	Less than 3 years	26	6,8
	4-6 years	168	44,0
	7 Years and more	188	49,2
Total		382	100

In Table 1, the highest percentages according to the groups in the obtained data from the participants were male participants (58.1%) in the gender variable, 2nd year students (33.8%) in the class variable, coaching education (39.3%) in the department variable, and individuals who have been using social media for 7 years or more (49.2%) in the social media usage duration.

Table 2. Score Distribution of Consumer Perceptions on Social Media Advertisements and Brand Loyalty

	Dimensions	n	Mean	Sd	Skewness	Kurtosis
Consumer Perceptions of Social Media Advertisements	Informativeness	382	3,60	1,02	-,622	-,298
	Entertainment	382	2,65	,94	,182	-,511
	Reliability	382	2,54	,92	,238	-,057
	Economic Usefulness	382	2,98	,99	-,049	-,569
	Value Corruption	382	2,93	1,01	,339	-,318
Brand Loyalty	Cognitive Commitment	382	3,66	,84	-,574	-,045
	Emotional Commitment	382	3,26	,81	-,216	-,128
	Behavioral Commitment	382	3,06	,96	,009	-,406

* Very Low (1.00-1.80), Low (1.81-2.60), Medium (2.61-3.40), High (3.41-4.20), Very High (4.21-5.00).

According to Table 2, it was seen that the participants' Brand loyalty sub-dimensions were at a moderate level, while the dimension with the highest mean was cognitive loyalty ($\bar{x}=3.66$). While it was seen that the scores of the sub-dimensions of consumer perceptions in social media advertisements were at a moderate level, the dimension with the highest mean was the informativeness dimension ($\bar{x}=3,60$).

Table 3. Pearson Correlation Analysis Results for Variables

	1-	2-	3-	4-	5-	6-	7-	8-	
1- Informativeness	r	1							
	p	-							
2- Entertainment	r	,555**	1						
	p	,000	-						
3- Reliability	r	,493**	,644**	1					
	p	,000	,000	-					
4- Economic Usefulness	r	,488**	,536**	,547**	1				
	p	,000	,000	,000	-				
5- Value Corruption	r	,047	,128*	,104*	,144**	1			
	p	,361	,012	,041	,005	-			
6- Cognitive Commitmen	r	,415**	,390**	,370**	,486**	,110*	1		
	p	,000	,000	,000	,000	,032	-		
7- Emotional Commitment	r	,463**	,470**	,429**	,491**	,077	,703**	1	
	p	,000	,000	,000	,000	,134	,000	-	
8- Behavioral Commitment	r	,424**	,452**	,382**	,437**	,045	,550**	,750**	1
	p	,000	,000	,000	,000	,384	,000	,000	-

p<0,01**, p<0,05*

When Table 3 was examined, a moderately significant and positive relationship was found between cognitive commitment and informativeness ($r=415$); a moderately significant and positive relationship was found between cognitive commitment and entertainment ($r=390$); a moderately significant and positive relationship was found between cognitive commitment and reliability ($r=370$). Moreover, a moderately significant and positive relationship between cognitive commitment and economy ($r=486$), and a very low positive significant relationship was found between cognitive commitment and value corruption ($r=110$).

A moderately significant and positive relationship was detected between emotional commitment and informativeness ($r=463$), while a moderately significant and positive relationship was detected between emotional commitment and entertainment ($r=470$). Moreover, there was a moderately significant and positive

relationship between emotional commitment and reliability ($r=,429$); there was a moderately significant and positive relationship between emotional commitment and economy ($r=,491$), and there was no significant relationship between emotional commitment and value corruption ($r=,077$).

A moderately significant and positive relationship was found between behavioral commitment and informativeness ($r=,424$); a moderately significant and positive relationship was found between behavioral commitment and entertainment ($r=,452$), and a moderately significant and positive relationship was found between emotional commitment and reliability ($r=,382$). Besides, a moderately significant and positive relationship was found between emotional commitment and economy ($r=,437$), and there was no significant relationship between behavioral commitment and value corruption ($r=,045$).

Table 4. Hierarchical Regression Analysis Results to Determine the Effect of Brand Loyalty on Consumer Perceptions in Social Media Advertisements

	Independent Variable	Dependent variable	R2	F	B	t	p
Model 1	Constant				1,758	8,246	,000
	Cognitive Commitment		,170	79,230	,504	8,901	,000
Model 2	Constant				1,426	6,630	,000
	Cognitive Commitment		,226	56,744	,216	2,806	,005
	Emotional Commitment	Informativeness			,425	5,340	,000
Model 3	Constant				1,408	6,589	,000
	Cognitive Commitment				,207	2,703	,007
	Emotional Commitment		,236	40,338	,275	2,752	,006
	Behavioral Commitment				,176	2,454	,015

In Table 4, hierarchical regression analysis was performed to explain the effect of Brand loyalty on consumer perceptions in social media advertisements. In the first model, the effect of cognitive commitment on informativeness explained 17% of the variance, in the second model, when emotional commitment was added to the model, the rate of explaining the variance increased to 22.6%, and in the third model, when the behavioral commitment was added to the model, 23.6% of the variance was explained.

In the first model, 1 unit increase in the cognitive commitment variable caused a significant increase of .504 in informativeness ($\beta=,504$); in the second model, 1 unit increase in the cognitive commitment variable caused a significant increase of .216 in informativeness ($\beta=,216$) and 1 unit increase in the affective commitment variable caused an increase of .425 on the economy usefulness ($\beta=,425$); In the third model, 1 unit increase in cognitive commitment variable caused a significant increase of .207 on informativeness ($\beta=,207$), 1 unit increase in affective commitment variable caused an increase of .275 on informativeness ($\beta=,275$) and 1 unit increase in behavioral commitment variable caused an increase of .176 on informativeness ($\beta=,176$).

Table 5. Hierarchical Regression Analysis Results to Determine the Effect of Brand Loyalty on Consumer Perceptions in Social Media Advertisements

Model	Independent Variable	Dependent Variable	R2	F	B	t	p
Model 1	Constant	Entertainment	,150	68,175	,837	3,548	,000
	Cognitive Commitment				,518	8,257	,000
Model 2	Constant		,224	56,001	,421	1,788	,075
	Cognitive Commitment				,156	1,857	,064
	Emotional Commitment				,533	6,108	,000
Model 3	Constant		,244	41,883	,396	1,701	,090
	Cognitive Commitment				,143	1,720	,086
	Emotional Commitment				,315	2,888	,004
	Behavioral Commitment				,837	3,281	,001

According to Table 5, hierarchical regression analysis was performed to explain the effect of brand loyalty on consumer perceptions in social media advertisements. In the first model, cognitive commitment explained 15% of the effect of cognitive commitment on entertainment, in the second model, when emotional commitment was added to the model, the rate of explaining the variance increased to 22.4%, and in the third model, when behavioral commitment was added to the model, it was observed that 24.4% of the variance was explained.

In the first model, a 1-unit increase in the cognitive commitment variable caused a significant increase of .518 in leisure ($\beta=.518$); in the second model, a 1-unit increase in the affective commitment variable caused an increase of .533 in entertainment ($\beta=.533$); in the second model, the cognitive commitment variable did not have a significant effect on entertainment ($p>0.05$). Besides, in the third model, an increase of 1 unit in the affective commitment variable caused an increase of .315 in entertainment ($\beta=.315$), and an increase of 1 unit in the behavioral commitment variable caused an increase of .837 in entertainment ($\beta=.837$). In the third model, it was observed that the cognitive commitment variable did not have a significant effect on entertainment ($p>0.05$).

Table 6. Hierarchical Regression Analysis Results to Determine the Effect of Brand Loyalty on Reliability

Model	Independent Variable	Dependent Variable	R2	F	B	t	p
Model 1	Constant	Reliability	,135	60,273	1,063	5,408	,000
	Cognitive Commitment				,405	7,764	,000
Model 2	Constant		,189	45,417	,767	3,859	,000
	Cognitive Commitment				,148	2,088	,037
	Emotional Commitment				,379	5,149	,000
Model 3	Constant		,194	31,665	,754	3,808	,000
	Cognitive Commitment				,142	2,002	,046
	Emotional Commitment				,272	2,935	,004
	Behavioral Commitment				,126	1,884	,060

According to Table 6, in the first model, cognitive commitment explained 13.5% of the variance on reliability, in the second model, when affective commitment was added, the variance was explained by 18.9%, and in the third model, when behavioral commitment was added to the model, 19.4% of the variance was explained.

In the first model, a one-unit increase in the cognitive commitment variable caused a significant increase of .405 in reliability ($\beta=.405$); in the second model, a one-unit increase in the cognitive commitment variable caused a significant increase of .767 in reliability ($\beta=.767$) and a one-unit increase in the affective commitment variable caused an increase of .379 in reliability ($\beta=.379$). In the third model, 1 unit increase in the cognitive commitment variable caused a significant increase of .142 in reliability ($\beta=.142$); 1 unit increase in the emotional commitment variable caused an increase of .272 in entertainment ($\beta=.272$) and 1 unit increase in the behavioral commitment variable caused an increase of .126 in entertainment ($\beta=.126$).

Table 7. Hierarchical Regression Analysis Results to Determine the Effect of Brand Loyalty on Economic Usefulness

	Independent Variable	Dependent Variable	R2	F	B	t	p
Model 1	Constant	Economic Usefulness	,234	117,696	,889	4,475	,000
	Cognitive Commitment				,572	10,849	,000
Model 2	Constant		,277	73,948	,607	3,012	,003
	Cognitive Commitment				,328	4,551	,000
	Emotional Commitment				,360	4,827	,000
Model 3	Constant		,284	51,360	,593	2,953	,003
	Cognitive Commitment				,320	4,463	,000
	Emotional Commitment				,235	2,507	,013
	Behavioral Commitment				,147	2,175	,030

According to Table 7, in the first model, cognitive commitment explained 23.4% of the variance in economic usefulness, in the second model, when affective commitment was added, the variance was explained at 27.7%, and in the third model, when behavioral commitment was added to the model, 28.4% of the variance was explained.

In the first model, 1 unit increase in the cognitive commitment variable caused a significant increase of .572 in economic usefulness ($\beta=.572$); in the second model, 1 unit increase in the cognitive commitment variable caused a significant increase of .328 in economic usefulness ($\beta=.328$); 1 unit increase in the affective commitment variable caused an increase of .360 on economic usefulness ($\beta=.360$). In the third model, a 1-unit increase in the cognitive commitment variable caused a significant increase of .320 in economic usefulness ($\beta=.320$), a 1-unit increase in the affective commitment variable caused an increase of .235 in economic usefulness ($\beta=.235$) and a 1-unit increase in the behavioral commitment variable caused an increase of .147 in economic usefulness ($\beta=.147$).

CONCLUSION and DISCUSSION

This study aimed to examine the relationship between the brand loyalty of sports sciences faculty students and consumer perception in social media advertisements. In our research, models were created to determine the effect of brand loyalty on the relationship between brand loyalty and consumer perception in social media advertisements. In the models created; the effects of the sub-dimensions of the brand loyalty scale and the sub-

dimensions of the consumer perception scale in social media advertisements on each other were examined. Hierarchical regression analysis was performed to determine these effects. As a result of the analyses, it was determined that brand loyalty had a significant and positive effect on consumer perceptions of social media advertisements. Many studies were similar to the research topic and results of our study. In these studies; Hanaysha (2016) used a fast-food restaurant to investigate the effect of social media advertisements on brand value. As a result of the study, social media advertisements have a significant and positive effect on a firm's brand equity. Amoako et al. (2017) found a significant positive relationship between advertising effectiveness and brand preference. In addition, there was a significant positive relationship between advertising and customer engagement. As a result, they stated that positive brand preference played a mediating role in the relationship between advertising and customer engagement. Dwivedi et al. (2018) found that emotional brand loyalty has a fully mediated effect on social media brand equity. Bilgin (2018) conducted a study examining the effect of social media marketing activities on brand awareness, image and engagement. At the end of this study, it was determined that social media activities affect brand awareness, image and engagement. In particular, the effect of social media activities on brand awareness was more significant. Shanahan et al. (2019) conducted a study examining brand loyalty and brand loyalty in social media advertisements. As a result of the research; personalised social media ads positively affect consumers' commitment to the brand and increase their brand loyalty. Jibril et al. (2019) investigated the impact of social media on consumer-brand loyalty. In the study; it was revealed that social media platforms positively improve consumer-brand loyalty and user-brand relationships. Abuljadail and Ha (2019) conducted a study examining the relationship between social media and brand loyalty to reveal the brand-customer interaction process. In this study, they found that the utilitarian content of social media had an impact on brand loyalty. Sikandar and Ahmed (2019) have found that trending and personalisation elements, which are among social media creative elements, play an important role in building brand love and engagement. Salem et al. (2019) found that social internet marketing has a significant impact on brand love in the fast fashion profession. They also stated that social media has an indirect constructive effect on various stages of brand loyalty through brand affection. Iqbal and Siddiqui (2019) investigated the impact of deceptive advertisements on customer engagement. As a result of the study; they found that word-of-mouth communication has a strong and significant effect on customer loyalty. Ahmed et al. (2019) conducted a study examining the effect between digital media advertising and brand sustainability. As a result of this study; they found that all digital media advertisements have a positive and significant effect on brand sustainability. Heskiano et al. (2020) found that social media marketing and brand awareness have a positive and significant effect on brand loyalty mediated by brand image. Budiman (2021) aimed to examine the impact of social media on the brand image and engagement of millennial individuals in Indonesia. As a result of the study; social media has a positive and high level of influence on brand image and brand loyalty. Ting et al. (2021) examined the mediating role of social interaction between customer engagement and brand loyalty. As a result of the study, they found that social interaction has a significant and positive effect on consumer engagement behavior and brand loyalty. As a result of this study, it was stated that all digital media advertisements have a positive and significant effect on brand sustainability. Heskiano et al. (2020) found that social media marketing and brand awareness have a

positive and significant effect on brand loyalty mediated by brand image. Budiman (2021) aimed to examine the impact of social media on the brand image and engagement of millennial individuals in Indonesia. As a result of the study, it was stated that social media has a positive and high level of influence on brand image and brand loyalty. Ting et al. (2021) examined the mediating role of social interaction between customer engagement and brand loyalty. As a result of the study, they found that social interaction had a significant and positive effect on consumer engagement behavior and brand loyalty.

These results can be associated with the increase in brand loyalty of the students of the faculty of sports sciences as they follow the social media elements related to sports due to their involvement in sports. Besides, it may be due to reasons such as athletes' giving importance to appearance, their desire to wear quality products, and being social.

SUGGESTIONS

- The research was conducted on the students of the Faculty of Sports Sciences. The sample group of the research can be expanded and comparisons can be conducted with other faculties.
- It can be added whether there are differences in demographic information.
- Studies can be conducted on whether the research creates differences with other faculties of sports sciences.

ETHICAL TEXT

This article complies with journal writing rules, publication principles, research and publication ethics, and journal ethics. Responsibility for any violations that may arise regarding the article belongs to the author(s). The ethics committee approval of this research was obtained with the decision numbered E-76062934-044-22443 at the 06.04.2023/07 decision of Kilis 7 Aralık University Ethics Committee.

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