

Assessment of the brand attitudes of taekwondo coaches and referees

Yusuf BARSBUĞA, Tuncay SARIİPEK, İ. Bülent FİŞEKÇİOĞLU

Selçuk University, Faculty of Sport Sciences, Konya, Turkey

Address correspondence to Y. Barsbuğa, e-mail: yusufbarsbuga@hotmail.com

Abstract

The objective of this study is to examine and interpret the brand attitudes of the coaches and referees who take part in contests actively in our country and were included in the 2017 season activity schedule of Turkish Taekwondo Federation and who attended the Coaches and Referees Improvement Seminar held in Antalya on December 11-19, 2017. The study group consists of 346 coaches and referees who took part in the mentioned improvement seminar in the 2017 season. In the study conducted on the basis of the survey model, Brand Attitude Questionnaire developed by Polat (2007) was used. In the evaluation of the data and in finding the calculated values, SPSS 16,0 statistics package program was used. Data were summarized by providing the percentages, averages, and standard deviations. As the data were distributed normally, an independent group t test was used for the double group comparisons and One-way Variance Analysis (ANOVA) was used for the multiple group comparisons. Upon the conclusion of the ANOVA study, Tukey HSD multiple comparison test was used to determine the source of the significant differences. In the scope of this study, the scale reliability coefficient was calculated as 0.89. In the study, the significance level was taken as 0.05. In conclusion of the study, and upon the scrutiny of the Brand Attitude Questionnaire point averages of the referees and coaches participating in the study as per the variables of gender, economic level, and sportive experience period, no statistically significant level of differentiation was observed in all the subcategories, while statistically significant differences were found in some subcategories according to the variables of age and marital status.

Keywords: Brand Attitude, Taekwondo, Coach, Referee

INTRODUCTION

The pace of technological developments, change and improvement of the communication tools, differentiation in the lists of needs, increasing conditions of competition, and struggle of enterprises to grab a larger share on the market caused firms to know their customers better and focus on their needs more, which gave a birth to different marketing strategies (6).

Creation of a marketing strategy has become vital for firms for sustaining their relations with their customers toward increasing their market shares. Brand is a concept with high importance for strengthening the ties between a firm and customers. The image that might bring along by a brand that is sturdily formed appears to us as a significant commercial element in impressing customers, starting from each phase of production throughout any stage until advertising (5). A brand is a name, a shape or a combination of them that determines the identity of the commodities of

producers or sellers and that distinguishes them from those of the competitors (2). A brand is much more than a name or shape that has been put into service. In fact, brands reflect the expectations and emotions of the consumers with their position and the products they represent. In summary, brands are the assets that gain a foothold in the minds of the consumers (4).

In many recent scientific studies, it was demonstrated that a brand is one of the most significant assets of a firm to maintain its commercial presence. A brand has a significant role in distinguishing the products of a firm and in the placement of that firm in the perception of the target group (customer). Brands also assume significant tasks in the establishment of a relation between a firm and customers and in rendering such relations sustainable. Constant increase of the costs of raw material, workmanship, logistics, and advertisement makes it difficult to occupy a position on markets (1). A brand appears to be the easiest way of

ensuring that a product takes a place in the mind of a consumer and have a grip on the market (3).

Sports considered an alternative in making well use of spare times have expanded along large masses in parallel with the development of technology and, as a result, they became a service sector whose economical qualities come to the foreground. The persons and organizations within the sector in question changed in the course of time and clubs turned into enterprises and supporters and viewers into consumers (9).

Sports that became one of the substantial areas of interests of large groups of people have a market that has approximately 200-billion-dollar value per annum in the US, in the areas ranging from sponsorship to betting, from advertisement to licensed products, on industrial basis (8).

Increasing competition in the sports market make it mandatory for firms to apply market separation and determine the markets that suit their brands. Following the determination of the target market, positioning of the brand has separate importance for the firms because the brand value takes place upon the implementations of brand positioning and strategies and a brand loyalty is created in the target group (7).

Easier expansion of sports within the society and interests of the society in them due to numerous factors they accommodate caused brands to pay attention to them. Today, brands reach the consumers easily even in opposite parts of the world by means of sports. This situation pushed sportspeople toward living with brands in the form of a whole. In this context, when sportspeople are considered as a consumer group, question marks regarding how the attitudes about brands take place and the impact of such attitudes on the purchase behavior have appeared (Polat 2007). In this study, an attempt was made to examine and interpret the brand attitudes of the coaches and referees who take part with different qualifications in sportive contests actively in our country and were included in the 2017 season activity schedule of Turkish Taekwondo Federation and who attended the Coaches and Referees Improvement Seminar held in Antalya on December 11-19, 2017.

MATERIALS & METHODS

In the study conducted on the basis of the survey model, Brand Attitude Questionnaire developed by Polat (2007) was used (2007). The questionnaire in question consists of 20 articles and contains six subscales. They are Brand and Advertisement, Identification with Brand, Attaching Importance to Brand, Brand Preference, Brand Origin, and Brand and Social Relations. Each subscale consists of various number of articles. In addition, while the data were compiled via the Brand Attitude Questionnaire, some personal information of the individuals participating in the study was also collected. It is age, gender, marital status, sportive experience period, and income status.

The study group consists of 346 coaches and referees who took part in our country and were included in the 2017 season activity schedule of Turkish Taekwondo Federation and who attended the Coaches and Referees Improvement Seminar held in Antalya on December 11-19, 2017. Scale forms were disseminated by the researcher among the volunteer participants of the study by furnishing them with the required explanations, for them to answer. In the evaluation of the data and in finding the calculated values, SPSS 16,0 statistics package program was used. Data were summarized by providing the percentages, averages, and standard deviations. As the data were distributed normally, an independent group t test was used for the double group comparisons and One-way Variance Analysis (ANOVA) was used for the multiple group comparisons. Upon the conclusion of the ANOVA study, Tukey HSD multiple comparison test was used to determine the source of the significant differences. In the scope of this study, the scale reliability coefficient was calculated as 0.89. In the study, the significance level was taken as 0.05.

RESULTS

Table 1. Distribution of the Personal Information of the Coaches and Referees Participating in the Study

Variables		F	%
Gender	Male	235	67.9
	Female	111	32.1
	Total	346	100,0
Marital Status	Married	206	59.5
	Single	140	40.5
	Total	346	100.0
Age	18-28 Years	82	23.7
	29-38 Years	78	22.5
	39-48 Years	119	34.4
	49 Years and Above	67	19.4
	Total	346	100.0
Economic Status	2000 TL and Below	114	32.9
	2001-3000 TL	126	36.4
	3001 TL and Above	106	30.6
	Total	346	100.0
Sportive Experience Period	1-10 Years	77	22.3
	11-20 Years	93	26.9
	21-30 Years	96	27.7
	31 Years and Above	80	23.1
	Total	346	100.0

The distribution of the coaches and referees participating in the study is explained in details in the above table.

Table 2. t Test Results of the Point Averages of the Coaches and Referees Participating in the Study in the Brand Attitude Questionnaire Subcategory as per the Gender Variable

	Gender	N	X	Ss	Sd	T	P
Brand and Advertisement	Female	111	3.831	0.911	344	0.747	0.466
	Male	235	3.751	0.969			
Identification with Brand	Female	111	3.717	0.890	344	0.229	0.824
	Male	235	3.741	0.963			
Attaching Importance to Brand	Female	111	3.930	0.892	344	0.329	0.747
	Male	235	3.895	0.942			
Brand Preference	Female	111	3.743	0.909	344	0.319	0.750
	Male	235	3,776	0,905			
Brand Origin	Female	111	3.441	1.006	344	1.232	0.227
	Male	235	3.580	0.964			
Brand and Social Relations	Female	111	3.387	1.073	344	0.538	0.599
	Male	235	3.455	1.141			

An examination of Table 2 demonstrates that a statistically significant difference was not determined in all the subcategories in the Gender variable of the coaches and referees participating in the study.

Table 3. t Test Results of the Point Averages of the Coaches and Referees Participating in the Study in the Brand Attitude Questionnaire Subcategory as per the Gender Variable

	Marital Status	N	X	Ss	Sd	T	P
Brand and Advertisement	Married	206	3.851	0.912	344	1.791	0.79
	Single	140	3.666	0.996			
Identification with Brand	Married	206	3.815	0.888	344	1.965	0.056
	Single	140	3.614	1.000			
Attaching Importance to Brand	Married	206	3.995	0.874	344	2.164	0.035*
	Single	140	3.776	0.985			
Brand Preference	Married	206	3.873	0.839	344	2.712	0.009*
	Single	140	3.607	0.977			
Brand Origin	Married	206	3.637	0.928	344	2.365	0.021*
	Single	140	3.385	1.032			
Brand and Social Relations	Married	206	3.541	1.043	344	2.184	0.035*
	Single	140	3.275	1.207			

*P<0.05

An examination of Table 3 demonstrates that a statistically significant difference was not determined in terms of the Brand and Advertisement and Identification with Brand subcategories in the Marital Status variable, while statistically significant differences were determined in all other subcategories in favor of the Married participants.

Table 4. ANOVA and Tukey Test Results of the Point Averages of the Coaches and Referees Participating in the Study in the Brand Attitude Questionnaire Subcategory as per the Age Variable

	Age	N	X	Ss	Sd	F	P	Tukey
Brand and Advertisement	A 18-28 Years	82	3.753	0.859	3	1.804	0.146	
	B 29-38 Years	78	3.714	0.988				
	C 39-48 Years	119	3.699	1.052				
	D 49 Years and Above	67	4.014	0.789				
Identification with Brand	A 18-28 Years	82	3.743	0.853	3	1.011	0.388	
	B 29-38 Years	78	3.632	0.995				
	C 39-48 Years	119	3.703	0.994				
	D 49 Years and Above	67	3.895	0.866				
Attaching Importance to Brand	A 18-28 Years	82	3.881	0.913	3	0.742	0.528	
	B 29-38 Years	78	3.820	0.999				
	C 39-48 Years	119	3.903	0.913				
	D 49 Years and Above	67	4.044	0.877				
Brand Preference	A 18-28 Years	82	3.692	0.817	3	2.659	0.048*	B-D
	B 29-38 Years	78	3.576	0.978				
	C 39-48 Years	119	3.825	0.964				
	D 49 Years and Above	67	3.970	0.766				
Brand Origin	A 18-28 Years	82	3.548	0.953	3	0.961	0.411	
	B 29-38 Years	78	3.427	1.013				
	C 39-48 Years	119	3.507	1.024				
	D 49 Years and Above	67	3.696	0.879				
Brand and Social Relations	A 18-28 Years	82	3.311	1.118	3	0.925	0.429	
	B 29-38 Years	78	3.352	1.179				
	C 39-48 Years	119	3.491	1.095				
	D 49 Years and Above	67	3.574	1.091				

An examination of Table 4 demonstrates that a statistically significant difference was determined in terms of the Age variable in the Brand Preference subcategory for the participants with the ages of 29-38 Years and participants with the ages of 49 Years and above in favor of the participants with the ages

of 29-38 Years. In all other subcategories, no statistically significant difference was determined.

Table 5. ANOVA Test Results of the Point Averages of the Coaches and Referees Participating in the Study in the Brand Attitude Questionnaire Subcategory as per the Economic Status Variable

	Age	N	X	Ss	Sd	F	P
Brand and Advertisement	2000 TL and Below	114	3.782	0.904	2	1.113	0.330
	2001-3000 TL	126	3.688	1.007	343		
	3001 TL and Above	106	3.875	0.927	345		
Identification with Brand	2000 TL and Below	114	3.748	0.966	2	0.036	0.965
	2001-3000 TL	126	3.716	0.977	343		
	3001 TL and Above	106	3.739	0.869	345		
Attaching Importance to Brand	2000 TL and Below	114	3.864	0.944	2	0.189	0.828
	2001-3000 TL	126	3.920	0.962	343		
	3001 TL and Above	106	3.936	0.866	345		
Brand Preference	2000 TL and Below	114	3.728	0.964	2	0.347	0.707
	2001-3000 TL	126	3.750	0.924	343		
	3001 TL and Above	106	3.825	0.818	345		
Brand Origin	2000 TL and Below	114	3.491	1.008	2	0.790	0.454
	2001-3000 TL	126	3.492	1.034	343		
	3001 TL and Above	106	3.635	0.873	345		
Brand and Social Relations	2000 TL and Below	114	3.464	1.147	2	0.086	0.918
	2001-3000 TL	126	3.404	1.114	343		
	3001 TL and Above	106	3.434	1.102	345		

An examination of Table 5 demonstrates that a statistically significant difference was not determined in all the subcategories in the Economic

Status variable of the coaches and referees participating in the study.

Table 6. ANOVA Test Results of the Point Averages of the Coaches and Referees Participating in the Study in the Brand Attitude Questionnaire Subcategory as per the Sportive Experience Period Variable

	Sportive Experience	N	X	Ss	Sd	F	P
Brand and Advertisement	1-10 Years	77	3.698	0.861	3	1.677	0.172
	11-20 Years	93	3.725	1.022	342		
	21-30 Years	96	3.716	0.994	345		
	31 Years and Above	80	3.984	0.875			
Identification with Brand	1-10 Years	77	3.671	0.943	3	0.336	0.800
	11-20 Years	93	3.713	0.976	342		
	21-30 Years	96	3.736	0.917	345		
	31 Years and Above	80	3.816	0.927			
Attaching Importance to Brand	1-10 Years	77	3.795	0.949	3	0.672	0.570
	11-20 Years	93	3.879	0.962	342		
	21-30 Years	96	3.971	0.875	345		
	31 Years and Above	80	3.968	0.925			
Brand Preference	1-10 Years	77	3.642	0.943	3	1.640	0.180
	11-20 Years	93	3.701	0.957	342		
	21-30 Years	96	3.781	0.845	345		
	31 Years and Above	80	3.940	0.865			
Brand Origin	1-10 Years	77	3.337	1.069	3	1.843	0.139
	11-20 Years	93	3.648	0.942	342		
	21-30 Years	96	3.496	0.970	345		
	31 Years and Above	80	3.641	0.919			
Brand and Social Relations	1-10 Years	77	3.370	1.125	3	0.725	0.537
	11-20 Years	93	3.333	1.089	342		
	21-30 Years	96	3.474	1.120	345		
	31 Years and Above	80	3.562	1.151			

An examination of Table 6 demonstrates that a statistically significant difference was not determined in all the subcategories in the Sportive

Experience Period variable of the coaches and referees participating in the study.

CONCLUSION

In conclusion of the study, it was observed in view of the examination of the Brand Attitude Questionnaire point averages of the referees and coaches participating in the study according to the variables of gender, economic level, and sportive experience period, no differentiation at a statistically significant level took place in all the subcategories, while statistically significant differences were determined in some subcategories when it comes to the age and marital status variables.

As a result of the examination of the point averages according to the age variable, no significant difference was encountered in the Brand and Advertisement, Identification with Brand, Attaching Importance to Brand, Brand Origin, and Brand and Social Relations subcategories, while statistically significant difference was determined in the Brand Preference subcategory among the participants with the ages of 49 Years and above and 29-38 Years, in favor of the participants with the ages of 49 Years and above. It could be concluded for this status that the participants in the age range of 29-38 overlook brand preference as they choose accessibility and ease of use rather than preferring a specific brand due to their hectic workflow and the participants with the ages of 49 Years and above behave more sensitively in terms of brand preference than that of the other age group as they have experience or possibility of conducting a research in shopping regarding brand and similar quantities if they are assumed to be in the period of retirement or preretirement in consideration of the conditions of our country.

As a result of the scrutiny of the Brand Attitude Questionnaire point averages, statistically significant differences were determined in the Attaching Importance to Brand, Brand Preference, Brand Origin, and Brand and Social Relations subcategories, save for the Brand and Advertisement and Identification with Brand subcategories, in favor of the married participants. This status can be explained due to the fact that

married individuals are more conscious and responsible; or, in other words, experience; in terms of choosing products during shopping compared to the single participants. In some product groups, the product knowledge of the single participants can be in lower levels than the married ones and this condition might be apparent in the evaluation of the product to be purchased in terms of health conditions or their preference in view of the price-benefit balance efficiency.

In the study, attempt was made to scrutinize and construe Brand Attitudes of the referees and coaches participating in the study in the light of different variables. The scope of the study can be broadened with the inclusion of different sportspersons from different branches of sports. The concept of brand, whose importance is increasing day by day, will no doubt affect consumer behaviors at optimum level by maintaining its importance in the near future as well.

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