


**Development of Hedonic Consumption Attitude Scale in Sports; Validity and Reliability Study**

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ORIGINAL ARTICLE

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**Abstract**

The study aims to develop a measurement tool with proven validity and reliability to measure the hedonic consumption levels of shopping habits made by shopping enthusiasts interested in sports. The research, which has a methodological research type, was carried out with the participation of 1530 participants consisting of adult individuals over the age of 18 who are interested in sports to develop the hedonic consumption attitude scale in sports. 1224 participants were reached for exploratory factor analysis and 306 participants for confirmatory factor analysis. As a result of exploratory factor analysis, the KMO value of the scale was determined as .886, the total announced variance was 61.144 and the overall Cronbach's alpha value was .896. Explanatory factor analysis was performed using SPSS 24 and the item factor structure and scale items of the scale were determined. Afterward, the IBM AMOS program performed a confirmatory factor analysis of the appropriate scale items. The appropriateness of the scale's factor structure was determined by the goodness of fit indices of the scale. As a result of the analysis, a hedonic consumption attitude scale in sports consisting of 18 items and 3 sub-dimensions with proven validity and reliability was developed.

**Keywords:** Sports, Hedonic Consumption, Utilitarian Consumption, Attitude

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**Sporda Hedonik Tüketim Tutum Ölçeğinin (SHTÖ) Geliştirilmesi; Geçerlilik ve Güvenirlik Çalışması**

**Öz**

Araştırmanın amacı spor ile ilgilenen alışveriş tutkunu bireylerin yapmış oldukları alışveriş alışkanlıklarının hedonik tüketim düzeylerini ölçebilmek adına geçerlilik ve güvenirliliği kanıtlanmış bir ölçme aracını geliştirmektir. Metodolojik araştırma tipine sahip olan çalışmada sporda hedonik tüketim tutum ölçeğinin (SHTÖ) geliştirilmesi amacıyla 18 yaş üstü sporla ilgilenen yetişkin bireylerden oluşan 1530 katılımcının katılımı ile gerçekleştirilmiştir. Açıklayıcı faktör analizi için 1224, doğrulayıcı faktör analizi için ise 306 katılımcıya ulaşılmıştır. Açıklayıcı faktör analizi sonucunda ölçeğin KMO değeri ,886 toplam açıklanan varyansı 61,144 ve genel cronbach's alpha değeri ise ,896 olarak tespit edilmiştir. SPSS 24 kullanılarak açıklayıcı faktör analizi yapılarak ölçeğe ait madde faktör yapısı ve ölçek maddeleri belirlenmiştir. Ardından uygun ölçek maddeleri IBM AMOS programı aracılığıyla doğrulayıcı faktör analizi yapılarak ölçeğin uyum iyiliği indeksleri ile ölçeğin faktör yapısının uygunluğu tespit edilmiştir. Yapılan analizler sonucunda 18 madde 3 alt boyuttan oluşan geçerlilik ve güvenirliliği kanıtlanmış sporda hedonik tüketim tutum ölçeği (SHTÖ) geliştirilmiştir.

**Keywords:** Spor, Hedonik Tüketim, Faydacı Tüketim, Tutum

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## Introduction

Consumption means "the use and consumption of produced or manufactured goods" ([www.tdk.gov.tr](http://www.tdk.gov.tr)) in classical terms and dictionaries. In other words, physiologically, psychologically, socially, culturally non-self-sufficient people reveal their material and spiritual values intuitively, and meet their needs and wishes, and this situation is called consumption (Yurtsizoğlu, 2020). When the history of the concept of consumer society or consumer culture is examined, it is seen that it developed with the arrival of Fordist mass production that developed after the Second World War. However, it can be said that although the phenomenon of consumption developed mainly in England, it did not spread to the masses until the 1950s. With these developments in England, people began to work in society to buy the necessary things and created a class that offered consumption (Bati, 2018). The second marketing period, accepted after the Fordist period, is the sales-oriented period emphasizing the understanding of "I sell what I produce" in its features. This period can be considered to be between 1930-1950. During this time, the phenomenon of advertising is also used, but it can be said that personal sales have become a priority. The third period is simply the "consumer-oriented" period. During this period, consumers were taken as the starting point and their needs and wishes were taken into consideration. After the Fordism period, instead of the general understanding of "sell what you produce", the understanding of "produce what you can sell and what the consumer needs" prevails (Odabasi, 2017). Finally, contrary to the understanding of the 1980s and 1990s, it is seen as a period of mutual interaction with the consumer. All the studies carried out during this period are on the consumer and their participation in the process has been ensured. In short, the consumer is sold with the consumer (Bati, 2018).

People are more excited about the outcomes they get when they are driven by personal emotions, such as a sense of free will or a desire to reward themselves. In contrast, in a utilitarian state of consumption, people feel the pressure that comes from an external goal, and therefore their inner feelings become less important (Kim and Kim, 2016). The shopping motivation used by individuals in hedonic consumption situations, where they make decisions mostly with their emotions, is examined in six categories developed by Arnold and Reynolds (2003): "adventurous shopping", "social shopping", "relaxation shopping", "shopping for ideas", "shopping to make others happy" and "shopping for value purposes". Tutar (2022) tabulated the differences between hedonic consumption and utilitarian consumption in sports as follows in his study.

Table 1

Differences Between Hedonic Consumption and Utilitarian Consumption in Sports

Hedonic Consumption in Sports	Utilitarian Consumption in Sports
It has no utilitarian value whatsoever.	It is completely beneficial for the consumer.
It is done with an emphasis on internal and external feelings to perform.	It is done without paying attention to internal and external feelings to perform it.
It is unplanned.	It is planned.
It is uncontrolled.	It is controlled.
It is illogical.	It makes sense.
Emotion and pleasure are at the forefront.	Needs are at the forefront rather than feelings and pleasures.
The purchase decision can be influenced by motives.	The purchase decision is not influenced by motives.
It is affected by external alerts (advertising, campaign, etc.).	It is not affected by external alerts (advertising, campaign, etc.).
It involves personal power.	It does not involve personal power.
It is a means of social integration.	Social integration is not used as a tool.
It reflects the identity of the consumer.	It reflects the identity of the consumer.

Today, the change in every field has changed the definition of the concept of consumption. Consumption has turned from an economic meaning into a social and cultural dimension due to reasons such as belonging to a social class, gaining prestige, and self-protection. In these concepts, consumption has begun to include feelings such as abundance and wealth for the individual, pleasure, satisfaction, and happiness (Kadioglu, 2014). In addition to the consumption of goods and services in the classical sense, it is seen that cultural consumption is also made to form, maintain and socialize relations with the environment and this situation is an example of irrational consumption (Celenk, 2021). The consumption that provides emotional satisfaction to this type of individual is called hedonic consumption. As the culture of consumption changes, consumption has been directed toward individual feelings and tastes. Consumption has gone beyond the satisfaction of consumer needs and has become a phenomenon that produces pleasure and happiness. Hedonic needs have started to be seen as a serious reason for shopping (Saritas and Hasiloglu, 2015). Featherstone argues that consumer culture in general emphasizes hedonism, the search for instant gratification, the emergence of lifestyles through messages, and the reinforcement of selfish personality types, and points out that hedonism is one of the main drivers of consumption. At the same time, such a situation in consumer culture leads to standardization. In this case, the consumer accepts the consumption-oriented life offered to him and continues his normal life (Bati, 2018).

When the concept of hedonic consumption in the field of sports is considered, it can be expressed as the whole of the excessive purchases made by individuals about sports products. Examples of sporty products are sportswear, sneakers, digital sports materials, and sports

newspaper subscriptions (Tutar, 2022). At the same time, people who can be defined as "Fans", who are consumers of sports products and who feel that they belong to a certain team, develop a sense of belonging to a certain society when they support a sports club. Fans are also a group of sports consumers who tend to spend money on a club where they feel they belong (Ceyhun and Turhan, 2017). To give an example of this situation, it cannot be said that owning the jersey of an athlete he is a fan of is the basic need of any consumer, but it is known that the price paid to have it is quite high. However, since the individual who makes this expenditure thinks that it stands out in the eyes of society, it can be said that he/she has made this expenditure. At the same time, to give another example, it is known that people are members of fitness centers by making a certain expenditure to reach a good body and a healthy life, and in addition to these purposes, it is known that they prefer this situation in which the person is trying to socialize because they enjoy it (Tutar, 2022).

Because the concept of consumption is being researched in every field today, considering the inadequacy of sports-related consumption research, our study aimed to develop the hedonic consumption attitude scale in sports to determine the levels of hedonic consumption habits for products purchased or purchased by sports consumers for various reasons.

## **Method**

The study aims to develop a measurement tool with proven validity and reliability to measure the hedonic consumption levels of shopping habits made by shopping enthusiasts interested in sports.

Our research, which has a methodological research type, was carried out with the participation of adult individuals over the age of 18 who are interested in sports to develop the hedonic consumption attitude scale in sports. First of all, the item pool consisting of 78 questions was converted into a 58-item pool after the opinions of the experts working on psycho-social areas in sports were taken and applied to the participants. The created items were asked to be filled in and prepared with 5-point Likert-type grades for adolescent individuals. In this phase of the research, a total of 1224 adult individuals, 776 male and 448 female, who were interested in sports products and became consumers of sports products and participated in any sports activity together with this were filled voluntarily. It is recommended that there should be five times the number of study groups as the number of scale items in factor analyses (Buyukozturk, 2014). As a result of the data obtained, EFA (exploratory factor analysis) and reliability analyses were performed. In the second phase of the study, confirmatory factor analysis was applied to a total of 306 adult individuals interested in sports, 194 male and 112 female. It has been proven that the number of study groups

recommended in the literature exhibits a valid structure by reaching both EFA (exploratory factor analysis) and CFA (confirmatory factor analysis) (Buyukozturk, 2011).

### **Data Analysis**

In the analysis of the data in the study, SPSS 24 package program was used for EFA(exploratory factor analysis) and reliability tests, while IBM Amos 24 package program was used for CFA (confirmatory factor analysis). In EFA analyses, substances with a factor load of 32 were not accepted (Tabachnick and Fidell, 2007). As a result of CFA (confirmatory factor analysis), it was ensured that the items of the scale were finalized.

### **Ethics of Research**

The study was conducted by Firat University Social and Human Sciences Research Ethics Committee on 14.06.2023; It was decided by a majority of votes that it was in compliance with the ethical rules. Resolution number: 2023/12.

### **Findings**

In the study, the KMO (Kaiser-Meyer Olkin) value was examined to determine whether the answers given by the participants were appropriate or not. As a result of EFA (exploratory factor analysis) performed in line with the answers given by the participants, the KMO value was determined as .886. Tavşancıl (2010), a KMO value above 0.50 indicated that the analysis was acceptable. In factor analysis, variables are expected to load predominantly on a single factor to ensure clarity and easy interpretability of the factors. If this is not the case, methods such as Factor Rotation are employed to achieve it. In the EFA(exploratory factor analysis), the highest factor load of 1.00 and the lowest 0.32-factor load for factor loads were taken into account by using the Direct Oblimin technique to determine the factor loads of the substances. (Tabachnick and Fidell, 2007). In the case of more than one-factor load on the same item, items with the same factor lower than 0.10 were removed from the analysis (Buyukozturk, 2011). As a result of the EFA(exploratory factor analysis), an acceptable structure consisting of 18 items with 3 factors emerged, taking into account the appropriate factor loads.

Table 2

Hedonic Consumption in Sports Attitude Scale EFA(exploratory factor analysis) Results

Item No	Items	$\alpha$	Variance Explained	Factor Loads
<b>Factor1</b>	<b>Interest Sub-Dimension</b>	<b>,892</b>	<b>34,648</b>	
3	Sporty products attract my attention.			,846
4	Sports equipment catches my attention.			,837
1	I would be happy to buy sporty products.			,809

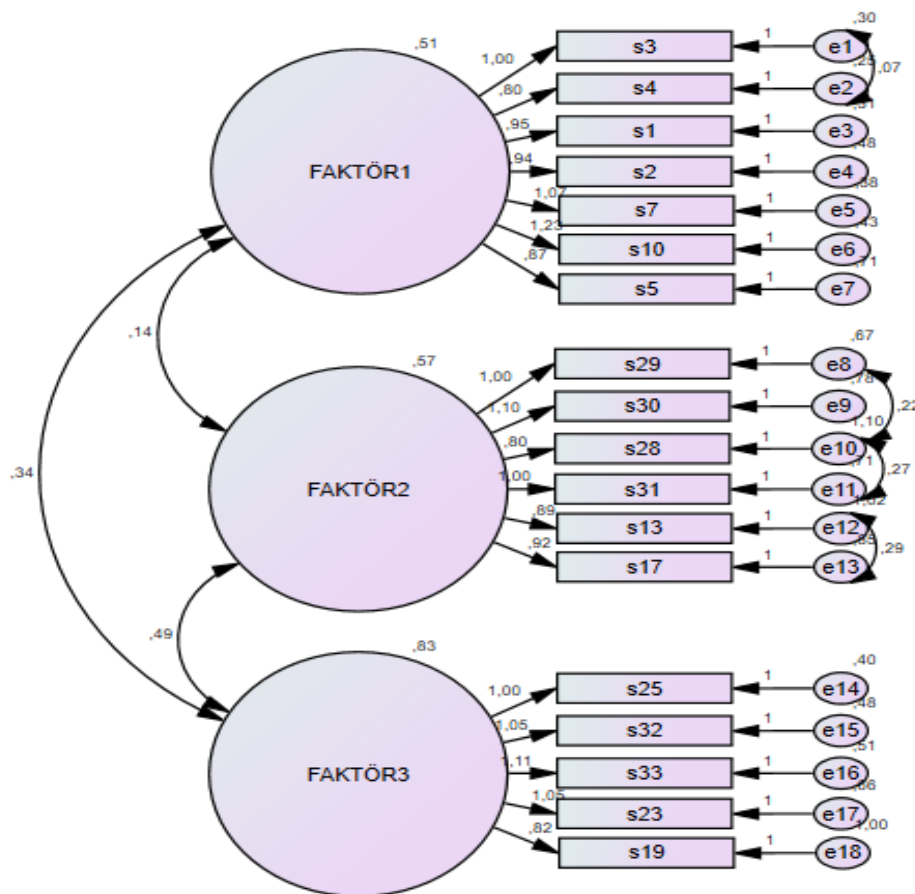
2	I follow the sporty products up to date.			,703
7	It makes me happy to follow the brand products that are identified with the sport I do.			,692
10	I like to talk about sporty brand products.			,679
5	Sports magazines/newspapers catch my attention.			,591
<b>Factor2</b>	<b>Purchase Sub-dimension</b>	<b>,807</b>	<b>14,595</b>	
29	I buy different products that will make me happy from the sports store I enter by planning what needs to be bought.			,798
30	I have an instant buying habit.			,689
28	I push my possibilities completely to buy a sporty product that I like.			,620
31	I can postpone my need to buy sporty products that will make me happy.			,559
13	I prefer high-priced items to sneakers/clothing products more suited to me.			,534
17	It gives me happiness to have the most up-to-date sporty product.			,441
<b>Factor3</b>	<b>Inner Motivation Sub-dimension</b>	<b>,869</b>	<b>4,557</b>	
25	I feel like I am getting rid of all my stress when I am doing sporty shopping.			,885
32	For me, doing sports shopping is adventurous.			,843
33	I think that sports shopping socializes me.			,762
23	It is good for me to buy sports products when I am not feeling well.			,609
19	Using a smartwatch during sports will positively improve my performance.			,497
<b>KMO: ,886 Total Explained Variance: 61,144 Overall Cronbach's Alpha: 896</b>				

When the items belonging to Factor 1 were examined, they were named "Interest Sub-Dimension" because the items consisted of items related to the interest levels of individuals on sports consumer products. Although the sub-dimension of interest consists of 7 items, it is seen that the factor loads of the substances vary between .846 and .591.

The alpha value of the sub-dimension of interest was found to be .892 and the percentage of variance was 34,64.8. When the substances belonging to Factor 2 are examined, it is called "Purchase Sub-Dimension" because it consists of substances containing the consumption habits of individuals. Although the purchase sub-dimension consists of 6 items, it is seen that the factor loads of the items vary between .798 and .441. The alpha value of the purchase sub-dimension was found to be .807 and the percentage of variance was found to be 14,595. The last factor of the study was called the "Inner Motivation Sub-Dimension" because it consisted of substances that would affect some motivation levels of individuals by consuming. Although the inner motivation sub-dimension consists of 5 items, it is seen that the factor loads of the items vary between .885 and .497. The alpha value of the inner motivation sub-dimension was found to be .869 and the percentage of variance was found to be 4,557. According to the EFA(exploratory factor analysis), the hedonic

consumption attitude scale in sports total announced variance percentage was 61.144 and the overall Cronbach's alpha value was .896.

Following the formation of factor loads and factor structures determined by EFA (exploratory factor analysis), confirmatory factor analysis (CFA) was performed with existing item structures using the IBM Amos 24 program, and the conformity structure of the hedonic consumption attitude scale Sports was tested (Hinkin, 1998). First of all, the structural diagram of the scale is plotted graphically in the IBM Amos program. To reach appropriate results for the CFA(confirmatory factor analysis) indices of the study, covariance was created among the appropriate items.



**Figure 1.** Confirmatory Factor Analysis Parameter Results for Hedonic Consumption Attitude Scale in Sports

In the CFA (confirmatory factor analysis), for the scale to have acceptable goodness of fit indices, covariance was established between item 29 and item 28, item 28 and item 31, and item 13 and item 17 in the purchase sub-dimension.

Table 3

Table of Compliance Indices by Confirmatory Factor Analysis

Adjusted Compliance Indexes	Excellent Fit Values	Acceptable Compliance Values
$\chi^2/sd$	$0 \leq \chi^2/sd \leq 3$	$3 \leq \chi^2/sd \leq 5$
GFI	$.95 \leq GFI \leq 1.00$	$.90 \leq GFI \leq .95$
AGFI	$.90 \leq AGFI \leq 1.00$	$.85 \leq AGFI \leq .90$
CFI	$.97 \leq CFI \leq 1.00$	$.95 \leq CFI \leq .97$
NFI	$.95 \leq NFI \leq 1.00$	$.90 \leq NFI \leq .95$
RMSEA	$.00 \leq RMSEA \leq .05$	$.05 \leq RMSEA \leq .08$

Researchers revealed a lot of fit indices on the subject of model fit when the literature was examined. The fit index table determined by Shmumackers and Lomax (2004) is indicated in Table 3.

Table 4

Hedonic Consumption in Sports Attitude Scale Confirmatory Factor Analysis Adaptive Goodness Indices

Adaption Index	Value	Compliance Status
$\chi^2/sd$	2,973	Perfect Fit
GFI	,912	Acceptable Fit
AGFI	,869	Acceptable Fit
CFI	,957	Acceptable Fit
NFI	,970	Perfect Fit
RMSEA	,080	Acceptable Fit

It was found that the values were acceptable according to the goodness of harmony index when the CFA(confirmatory factor analysis) results of the hedonic consumption attitude scale in Sports were examined (Shmumackers ve Lomax, 2004).

Table 5

Factor and Item Distribution of Hedonic Consumption Attitude Scale in Sports

Item No	Items
<b>Factor1</b>	<b>Interest Sub-Dimension</b>
1	Sporty products attract my attention.
2	Sports equipment catches my attention.
3	I would be happy to buy sporty products.
4	I follow the sporty products up to date.
5	It makes me happy to follow the brand products that are identified with the sport I do.
6	I like to talk about sporty brand products.
7	Sports magazines/newspapers catch my attention.
<b>Factor2</b>	<b>Purchase Sub-dimension</b>
8	I buy different products that will make me happy from the sports store I enter by planning what needs to be bought.
9	I have an instant buying habit.
10	I push my possibilities completely to buy a sporty product that I like.



11	I can postpone my need to buy sporty products that will make me happy.
12	I prefer high-priced items to sneakers/clothing products more suited to me.
13	It gives me happiness to have the most up-to-date sporty product.
<b>Factor3</b>	<b>Inner Motivation Sub-dimension</b>
14	I feel like I am getting rid of all my stress when I am doing sporty shopping.
15	For me, doing sports shopping is adventurous.
16	I think that sports shopping socializes me.
17	It is good for me to buy sports products when I am not feeling well.
18	Using a smartwatch during sports will positively improve my performance.

Table 5 shows the final available version of sub-dimensions with item numbers of the hedonic consumption attitude scale in Sports. When the final version of the scale is examined, a structure consisting of 3 sub-dimensions and 18 items with proven validity and reliability emerges. There is no inverse item on the scale.

### Conclusion

As a result of EFA(exploratory factor analysis) and CFA(confirmatory factor analysis), a structure consisting of 18 items and 3 sub-dimensions with proven validity and reliability was accepted. It is seen that the hedonic consumption scale interest sub-dimension in sports consists of items 1,2,3,4,5,6 and 7, the purchase sub-dimension consists of items 8,9,10,11,12, and 13 and the inner motivation sub-dimension consists of items 14,15,16,17, and 18. It was deemed appropriate that the type of Likert that should be used in the scale study was the 5-degree Likert type. In the Likert type, the lowest score is "strongly disagree" and the highest score is "strongly agree". As a rating scale for the evaluation of arithmetic means of the Likert type scale; Using the formula "Gap Width = Array Width/Number of Groups", point ranges were determined as  $4/5 = 0.80$  (Tekin, 1996). The low scores to be taken from the scale indicate that the hedonic consumption attitude level in sports is low, and the high scores indicate that the hedonic consumption attitude level in sports is high.

As a result of the development of the hedonic consumption attitude scale in sports, the validity and reliability values of which have been proven, it is thought that as a result of the determination of utilitarian or hedonic consumption behaviors of adolescent individuals interested in sports, excessive consumption of individuals can be prevented and contribute to field writing.

### Ethics Committee Permission Information

Ethics review board: Firat University Social and Human Sciences Research Ethics Committee

Date of ethics assessment document: 14.06.2023

Issue number of the ethics evaluation document: 20.06.2023-16902

In the method of the article, “the action was taken within the framework of the “Higher Education Institutions Scientific Research and Publication Ethics Directive” during the current research.”

### Statement of Researchers' Contribution Rates

Both authors contributed equally at all stages of the research.

### Conflict of Interest

The authors cannot make a statement of conflict regarding the research.

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## Sporda Hedonik Tüketim Tutum Ölçeğinin (SHTÖ) Türkçe Formu

Madde No	Maddeler
<b>Faktör1</b>	<b>İlgi Alt Boyutu</b>
1	Sportif ürünler dikkatimi çeker.
2	Spor malzemeleri dikkatimi çeker.
3	Sportif ürünler almak beni mutlu eder.
4	Sportif ürünleri güncel olarak takip ederim.
5	Yaptığım spor ile özdeşleşmiş marka ürünleri takip etmek beni mutlu eder.
6	Sportif marka ürünler hakkında konuşmayı severim.
7	Spor dergileri/gazeteleri dikkatimi çeker.
<b>Faktör2</b>	<b>Satın Alma Alt Boyutu</b>
8	Alınması gerekenleri planlayarak girdiğim spor mağazasından beni mutlu edecek farklı ürünleri de düşünmeden alırım.
9	Anlık satın alma huyum vardır.
10	Beğendiğim bir sportif ürünü almak için imkânlarımı tümüyle zorlarım.
11	Beni mutlu edecek sportif ürünleri almak için ihtiyaçlarımı erteleyebilirim.
12	Spor ayakkabı/giyim ürünlerinden yüksek fiyatlı ürünleri kendime daha çok yakıştırırım.
13	En güncel sportif ürüne sahip olmak bana mutluluk verir.
<b>Faktör3</b>	<b>İçsel Motivasyon Alt boyutu</b>
14	Sportif alışveriş yaparken tüm stresimden kurtulduğumu hissederim.
15	Benim için sportif alışverişler yapmak macera vericidir.
16	Sportif alışverişin beni sosyalleştirdiğini düşünürüm.
17	Kendimi iyi hissetmediğim dönemlerde sportif ürünleri satın almak bana iyi gelir.
18	Spor esnasında akıllı saat kullanmak performansımı olumlu yönde artıracaktır.

Sporda hedonik tüketim ölçeği ilgi alt boyutunun 1,2,3,4,5,6 ve 7 numaralı maddelerden, satın alma alt boyutunun 8,9,10,11,12 ve 13 numaralı maddelerden ve içsel motivasyon alt boyutunun ise 14,15,16,17 ve 18 numaralı maddelerden oluştuğu görülmektedir. Ölçek çalışmasında kullanılması gereken likert tipinin 5 dereceli likert tipi olduğu uygun görülmüştür. Likert tipinde en düşük puan “kesinlikle katılmıyorum“ en yüksek puanın ise “kesinlikle katılıyorum“ şeklindedir. Likert tipi ölçeğin aritmetik ortalamaların değerlendirilmesinde derecelendirme ölçeği olarak; “Aralık Genişliği = Dizi Genişliği/Grup Sayısı” formülünden faydalanılarak,  $4/5=0,80$  olarak puan aralıkları belirlenmiştir (Tekin, 1996). Ölçekten alınacak puanların düşük olması sporda hedonik tüketim tutum düzeyinin düşük olduğunu, puanların yüksek olmasının ise sporda hedonik tüketim tutum düzeyinin ise yüksek olduğunu belirtmektedir.



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