

An Analysis of Primary School Students' Perceptions of Sport and Sports Brands by Their Drawings

Hakan Ünal

*School of Physical Education and Sport, Mugla Sıtkı Kocman University,
Mugla, 48000, Turkey
E-mail: unlhkn@gmail.com*

KEYWORDS Socio-Economic Structure. Children's Perspectives. Drawing. Student. Education. Marketing. Sport. Brand

ABSTRACT This paper was conducted to analyze the sport and sports brand perceptions of 4th grade primary school students. The drawings that drawn by children who participated in this research have been analyzed semantically and content analysis method was used for this purpose. Findings of the data analysis and students' perceptions of sport and sports brands and the meanings attributed to these concepts by the students were assessed by associating them with each other based on the variables of gender and socio-economic class. In conclusion, it was found that a large proportion of male students of both two groups thematised 'competition in sport' on their drawings and male students of the school with lower socio-economic class tended to use the theme of 'competition in sport' rather than the male students of the school with upper socio-economic class. Significant differences were seen on themes of male and female students of both two groups. The sports brands that female and male students of both two groups have drawn on their drawings were Nike and Adidas. It was found that the sports brand awareness of the student group with lower socio-economic class is lower than the other group.