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Investigation of E-complaints Made to Fan Stores of Sports Clubs

Ömer Sivrikaya¹, Ruşen Balaban²

ABSTRACT

The aim of research is to determine how satisfied the fans are with the shopping stores where the sports clubs sell their licensed commercial products. Document analysis was used in this study. The website "www.sikayetvar.com" is a platform that tries to protect consumer rights by publishing many shopping-related complaints. In this platform, the complaints of the fans of the four sports clubs (Besiktas, Fenerbahce, Galatasaray, and Trabzonspor) in Turkey were examined, and their satisfaction with the fan stores was examined within the framework of the cause-effect relationship. The complaint profiles of the brands were examined by considering 569 complaints filed between 01.01 - 31.12.2021 on the website of Kartal Yuvası, Fenerium, GS Store, and TS Club, which are the fan stores of Beşiktaş, Fenerbahçe, Galatasaray, and Trabzonspor clubs. Complaint texts were analyzed and coded by three experts in the field. Common codes were determined by re-reading and evaluation by the researchers. The themes that could be the main titles of the codes obtained were determined. Themes and codes are tabulated. The data obtained were compared with the results of the survey evaluation conducted by the "www.sikayetvar.com" platform regarding 569 complaints. A descriptive analysis was undertaken to strengthen the validity of the research. As a result, it has been determined that there are many problems under the headings of product and customer relations management, the fans are not satisfied with the stores where the sports clubs sell licensed products, and the sports clubs cannot establish sustainable customer relations with their fans.

Keywords: Customer Satisfaction, E-complaint, Fan, Sports Club

INTRODUCTION

In recent years, e-commerce has experienced significant growth due to the large increase in internet usage. Worldwide internet users exceed 50% of the total global population (Ullah et al. 2021). The Internet provides the user with an instant and easily accessible way to broadcast their thoughts, feelings, and perspectives on products and services (Dellarocas, 2003). With the widespread use of the Internet, consumers have begun to express their complaints in the digital environment. The transmission of electronic content by individuals to each other over the internet is defined as e-WOM (Electronic word-of-mouth) (Ho & Dempsey, 2010). These convenient environments allow customers to submit their complaints offline as well as online. In other words, customers who shop online can now file complaints online. However, online complaints offer the promise of a faster response than traditional complaints (Lee and Cude, 2011). With the evolution of the internet; User-generated content has become the primary source of information for evaluating product satisfaction on behalf of consumers and businesses. Online reviews not only help potential consumers make purchasing decisions, but also help relevant managers identify the factors that affect satisfaction (Guo et al., 2017). Nowadays, shopping online has become quite common. Customers who are accustomed to shopping on the Internet prefer the Internet environment to convey their complaints. In fact, it is more preferred to send complaints over the internet after shopping in the store without going to the store.

The commercialization of sporting events and tournaments has created a stir in the global sporting goods market. Products such as jerseys, socks, tracksuits, t-shirts and sportswear printed with the logos of major sports teams have attracted great interest among consumers who prefer trendy casual and sportswear. Other factors are expected to drive the market further, including increased spending capacities of consumers and increased investment in sports licenses around the world. In the past few years, the global licensed sporting goods market has reached new heights with new developments in material quality and the latest fashion trends; While the size of this market is 30 billion dollars in 2021, the projected value in 2031 is 59 billion dollars (https://www.factmr.com, 2022). Sports brands and related licensed products are widely used for self-expression, social connection, and helping people experience certain emotions (Papadimitriou & Apostolopoulou, 2018). Financial success can be achieved with a strong sports marketing application. However, to be able to do this, the first thing to do is to know the supporter of licensed products (Özer & Argan, 2006). According to the study of Yim et al. (2021), knowing the generations of the fans (baby boomer, x, y, z) is important in terms of responding to the wishes and needs of those generations.

Consumers who are satisfied with the products are not affected by the prices. They do not gravitate towards other firms and are more loyal than dissatisfied consumers (Dimitriades, 2006). The rapid development of the Internet has profoundly changed the field of customer satisfaction. Because consumers can now freely share their experiences online and evaluate the products and services they buy. Therefore, analyzing online reviews can help firms improve their service quality and manage their online reputation (Agarwal et al. 2021).

Expectations must be known and supported to achieve higher levels of customer satisfaction and avoid cross-brand switching. The customer must be taken into account in order to develop an effective complaint management process. Practical facts prove that dissatisfaction leads to both immigration behavior and negative referrals to customers. Complaining customers should be taken into account, it is necessary to identify internal deficiencies in the company

and develop an appropriate recovery strategy. This should focus on actively promoting complaining behavior and establishing effective procedures to solve problems, eliminate causes of dissatisfaction and provide quick resolution is a basic requirement for sports clubs (Filip, 2013).

Making complaints online means we can find more content on customer satisfaction. As Hong and Lee (2005) stated in their study; E-complaining, which is made more easily and simply rather than face to face, has increased the intention of consumers to express their dissatisfaction.

According to the statements made by the clubs to the Public Disclosure Platform (KAP), the most indebted team was Fenerbahçe, which signed contracts with 14 football players and a new technical team at the beginning of the season. The only football branch debt of the yellow-dark blue club is 6.25 billion liras. Beşiktaş is followed by the yellow-dark blue club in the debt classification. Starting the season with 13 new transfers, Beşiktaş's liability increased to 5.61 billion liras. Galatasaray is in the third place in the list of the most indebted teams. The yellow-red team, which started the season with the change of technical committee and 14 new players, is faced with a debt of 5.24 billion liras. Trabzonspor, the champion of the last season, joined the caravan of those who multiplied their debts as if they were honoring the three big teams of Istanbul. The debt of the burgundy-blue people, who entered the season with 13 new players, reached 3.6 billion liras (www.trtspor.com.tr, 2022).

For the steady growth of licensed product sales, which is an important input in the financial management of sports clubs, it is an important requirement to obtain data related to the satisfaction of the shopping customer base. For this reason, it is a vital issue for sports clubs to analyze customer satisfaction by examining the customer complaints of the stores that are the subject of the research.

The aim of the research is to examine the customer complaints of sports club product stores in Türkiye. Having the most supporters and therefore potential customers in Turkey; To determine the messages given by customer complaints by examining the complaints received through the www.sikayetvar.com website of Kartal Yuvası, Fenerium, GS Store and TS Club brands, which are the product sa These definitions are the main headings of content analysis. There is no mention of content analysis.les store brands of Beşiktaş, Fenerbahçe, Galatasaray and Trabzonspor clubs. It is known that sports clubs in our country are experiencing economic problems. The four sports clubs, which are the subject of the research as the sports clubs with the most supporters, are also the clubs with the most debt.

METHOD

Research Design

Document analysis, one of the qualitative research methods, was used in the research. According to Seyidoğlu (2016), documents and information provided electronically via the Internet have become a basic resource for the researcher. According to Bowen (2009), this method is considered in the context of data collection methods without the intervention of the researcher (Hatch, 2002). The data collected in this way consists of existing texts (Dolan, 2009; Merriam, 2009). Archives (bank accounts, patient records, member records, etc.), physical traces (typefaces, fingerprints, etc.), various registration documents (electricity, natural gas and water meters, etc.), internet search engines and web pages are the types of data in question. (Erkuş, 2009). While document analysis often serves as a complement to other research

methods, it is also used as a separate/independent method (Bowen, 2009; Saldana, 2011). When the researches are examined, it is seen that there are many studies in which the document analysis method is used alone (Akşit, 2019; Al-Sharabi, 2019; Bakankli, 2019; Beşel & Yardımcıoğlu, 2017; Böyük, 2017; Çamurcu, 2019; Çelik, 2016; Doğancı, 2018; Fişekcioğlu, 2019; Karaca, 2018; Nas, 2019; Özdemir, 2019; Şahin, 2018). The website www.sikayetvar.com is a platform that tries to protect consumer rights by publishing many shopping-related complaints. In this platform, the complaints of the supporters of the four sports clubs (Beşiktaş, Fenerbahçe, Galatasaray and Trabzonspor) with the most fans in Turkey were examined, and their satisfaction with the fan stores was examined within the framework of cause-effect relationship.

Research Group

Density sampling, one of the purposeful sampling methods, was used to determine the research group. 569 complaints filed between 01.01 – 31.12.2021 on the website of Kartal Yuvası, Fenerium, GS Store and TS Club, which are the fan stores of Beşiktaş, Fenerbahçe, Galatasaray and Trabzonspor clubs, were examined.

Data Collection Tools and Data Collection

Profile accounts of www.sikayetvar.com site, Kartal Yuvası, Fenerium, GS Store, TS Club were used to collect data. The data source website protects personal data by hiding identity information and using only the complainant's name. Complaints are anonymous information as a public data source. According to the 5th article of YÖK Scientific Research and Publication Ethics Directive, the use of anonymous information in studies cannot be considered as an ethical violation.

Credibility and Transferability

When evaluating qualitative research, credibility stems from the intended research purposes, and credible research decisions are those that are consistent with the researchers' purpose (Patton 2002). It is assumed that the muhtars, who constitute the study group of the research, are the people who can represent the people the most. Because the headman is the person chosen by the people who are experiencing the same problems in the same environment. It is not necessary to be a candidate and supporter of a political party in the election of mukhtar. In this respect, it is the most democratic representative of the people. As the smallest representative of the management unit, the headman has the opportunity to establish closer relations with the public and to see the expectations and satisfaction in the best way.

Transferability, a type of external validity, refers to the degree to which the phenomenon or findings described in one study are applicable or useful to theory, practice, and future research (Lincoln and Guba 1985). The methodology of the research is equally suitable for application in other provinces. The research is suitable for comparing data from different provinces. It is possible to support the obtained data with the results in the literature.

Analysis of Data

Complaint texts were analyzed by three field experts and coded. Common codes were determined by re-reading and evaluation by the researchers. The coding process was done with the inductive method according to the concepts extracted from the data. The codes were brought together and examined and categorized according to their common characteristics. Themes that could be the main titles of the codes obtained were determined. The themes and codes obtained through content analysis are presented in a figure showing their relationship with each other.

The data obtained were compared with the results of the survey evaluation conducted by the www.sikayetvar.com platform regarding 569 complaints. Descriptive analysis was conducted to strengthen the validity of the research. The most representative quotes were selected to give readers the opportunity to visualise the current situation.

FINDINGS

The two themes determined after the complaints examined are "Customer Relationship Management" and "Product". When the data obtained were examined, it was seen that customers complained more about the "customer relationship management" theme. It was determined that the complaints focused on customer service, order preparation, website sales, cargo, personnel, refund, defective goods and printing error codes. Themes and codes are shown below.
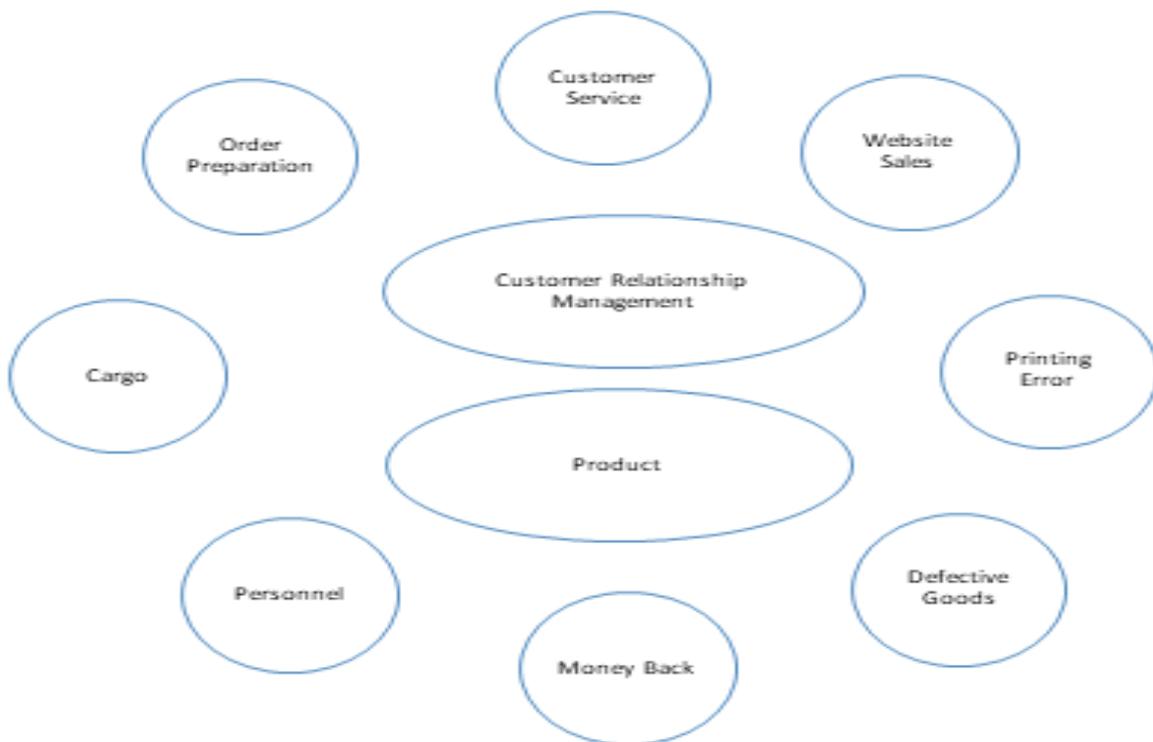

Figure 1. Themes and codes

Complaints about customer service, which is the complaint code that receives the most complaints, vary. Various problem contents have been identified related to not being able to reach customer services, getting late answers, not getting enough information, and lack of information via invoice, e-mail or phone message. Complaints under the heading of customer services are related to written processes and systemic situations without contacting the personnel.

Complaints about the order preparation code are related to the fact that the brands deliver the orders to the customers according to their wishes, carefully and on time to the contracted cargo. The fact that the package is torn, the desired gift package is not included in the package or the cargo is delivered in a longer time than the promised time causes customers to complain about this issue.

Complaints about the website/sales code are actually in two parts. Complaints about the website and about the shopping made over the internet were created under a single heading because they are too dependent on each other or because it is not possible to distinguish between the expressions. In online shopping; It has been observed that customers who have complaints about the website's not being technically useful enough, stock display problems, problems during payment, inability to track cargo, order cancellation, live support, complain about their internet shopping and website.

It has been seen that there are various topics such as the complaints about the code titled staff attitudes, the use of accusatory language, the misunderstanding of the problem, the unwillingness to solve the problem, misinformation and lack of courtesy. Since verbal and written communication is generally established, it has been evaluated that there may be attitudes and behaviors that are prone to misunderstandings. Customers primarily blame the staff when there is no solution for unresolved complaints. Since the first addressee of the complaint is the personnel, the fact that the relevant personnel does not have sufficient equipment in customer relations management may cause these complaints.

It has been observed that the complaints about the money return code are divided into various topics such as the stores not wanting to refund money, directing them to another product instead of a refund, taking too long to return the Money. Complaints titled defective goods; It has been observed that the purchased products are listed under different headings such as not having the desired features, sending different products than those on the internet page, packaging errors and loss of feature after washing.

Complaints under the cargo code are related to the process from the delivery of the packaged product to the cargo to the customer. It has been seen that there are some complaints such as late delivery, not getting information from the cargo company, indifference of the cargo company, cargo fee problems and damage to the package in the cargo.

Complaints with the title of printing error are related to the printing of the name, logo, etc. requested by the customer on the product to be purchased. It was observed that the complaints were concentrated under the printing error code, such as the refusal of the printing request, an error in the printing process, an error in the printed product.

Apart from the problems experienced by the fans who shop, there are other main complaints about the fan shops, such as product variety and expensiveness. Despite these and similar problems, the problems experienced by shoppers are included in the research. The codes that receive the most complaints on the basis of brands and the ratio of codes to all complaints are presented in the table below.

Table 1. The Complaint Code and Number of the Brands

Brand	Complaint Theme	Number of Complaints	%
Kartal Yuvası	Defective Goods	34	35
Fenerium	Website Sales	64	29,4
GS Store	Order Preparation	32	23,2
TS Club	Customer Service	47	63,5

It is noteworthy that the complaints of the fans of the four clubs are concentrated on different topics. This may mean that the fan profiles of the clubs that shop at licensed product stores are different. The results of the survey conducted by the www.sikayetvar.com website regarding 569 complaints about the four stores that are the subject of research are presented in Tables 1-6.

Table 2. Number of Complaints Received (NCR), Number of Survey Responses (NSR) and Survey Response Rate (SRR), Customer Satisfaction Rate (CSR)

Brand	NCR	NSR	SRR %	CSR %
Kartal Yuvası	109	55	50	29,5
Fenerium	234	101	43	31,7
GS Store	149	73	48	20,9
TS Club	77	25	32	29
Total	569	254	43	Average 27,7

A questionnaire is sent to each complainant for a more detailed evaluation of the complaint process. In this survey, there are a number of questions about the reasons for the customer's dissatisfaction / dissatisfaction, the reasons for churn. Since filling out the questionnaire is not compulsory, the rate of filling out the questionnaire is lower than the number of complaints. For this reason, it should not be overlooked that the rates of dissatisfaction/dissatisfaction and churn are based on the number of surveys, not the number of complaints.

It has been observed that the average satisfaction rate regarding customer complaints in the fan stores of Turkey's largest sports clubs is as low as 27.7%. When the survey response rates are examined, it has been seen that the number of complaints of TS Club is quite low compared to other brands, which creates a difference in some results. It is noteworthy that while the average satisfaction of the three clubs due to complaints is around 30%, the GS Store is around 20%.

Table 3. Subject Analysis of E-Complaints Received in Stores (%)

Konu	Kartal Yuvası	Fenerium	GS Store	TS Club	Average
Cancellation-Return-Exchange	10,3	11,3	13,8	25	15,1
Size-Size	5,1	12	9	16,7	10,7
Product Quality	9	12	13,1	8,3	10,6
Price-Invoice-Account-Payment	9	8,3	8,3	16,7	10,5
Company Contact	14,1	11,3	11,7	-	9,2
Defective Product	9	7,5	8,3	8,3	8,2
Internet Sales	5,1	9	7,6	8,3	7,5
Staff Behavior	12,8	8,3	5,5	-	6,6
Deformation	7,7	6,8	4,1	-	4,6
Missing-Wrong Product	2,6	2,3	4,8	8,3	4,5
Product Packaging	2,6	2,3	1,4	8,3	3,6
Failure-Non-Operation	3,8	2,3	3,4	-	2,3
Web site	2,6	3	3,4	-	2,2
Campaign-Lottery-Gift	-	3	3,4	-	1,6
Physical Environment	3,8	-	0,7	-	1,1
Warranty-Duration Coverage	2,6	0,8	0,7	-	1
Mile Points	-	-	0,7	-	0,1

The www.sikayetvar.com website team was able to group these issues thanks to an algorithm they applied. This algorithm; collects the relevant words from the complainants' comments under appropriate headings. When a category was made according to the subjects mentioned in the complaints, it was revealed that the most mentioned subject in the complaints was "cancellation-return-change". However, since TS Club's high rate of complaints may be misleading due to the small number of complaints in this regard, when the highest rates of the other three stores are taken into account, the title of "company communication" has been the subject of the most complaints. Since it is not known how the data obtained from the questionnaires were evaluated and how these titles were created, it may be possible to interpret this table in different ways. Since the complaining customers are not separated as the customers who go to the store in person and shop from the internet store, the content of the complaints may differ. It is difficult to predict what kind of complaints are collected in the company communication title. As can be seen in the sample complaints below, complaints about different issues such as communication problems with company personnel or insufficient information on the website may be under this heading.

"On 28.10.2021, we purchased a children's jersey from your Kartal Yuvası Store in Üsküdar Selami Ali Efendi Street. The shirt we received as a gift was small in size. But because we lost the invoice, the store did not change the product. We called 08503991903 Kartal Yuvası on the date of 17.11.2021 and informed them, we asked. I may have lost the invoice, we bought the product with a credit card, I passed it, I don't understand why they don't make changes on the label. If there is no large-size product, a refund should be made, then please replace it as a human and they don't even call." - C 7.

"I canceled my order and my refund still hasn't been made. I'm trying to connect to the customer representatives, it's like they couldn't complete their conversation with the 2 people in front of me for half an hour. They definitely need to have a say in this problem, if we can't talk to customer representatives and deal with these issues, why is there customer service?" - C 468.

Table 4. Reasons for Dissatisfaction of Customers (%)

Reason for Dissatisfaction	Kartal Yuvası	Fenerium	GS Store	TS Club	Averaage
Communication	27,3	33	1,4	26,7	29,6
Insolvency	27,3	25	29,5	36,7	29,6
Duration	17	17	17,1	20	17,7
Disappointment	17	14	13,3	16,7	15,2

Customers who gave 1,2 and 3 stars on the website www.sikayetvar.com were evaluated as dissatisfied customers based on the answers given according to the five-star rating scale, where customers evaluated the process with the store after complaints. A questionnaire including the reasons in the table was sent to the dissatisfied customers in order to determine the reasons why they were not satisfied. The results obtained are shown in the table. As a result of the customer dissatisfaction surveys, the expressions "did not contact" and "could not provide a solution" were the most common on average. This situation is in line with the "company communication" heading, which is the most frequently complained about shopping complaints.

"I ordered a new season shirt from Fenerium, UPS ® was sent to the cargo, my cargo was sent back to the company before it was delivered. I reached it via e-mail, but no response was received. It's been 1 month, they have bad customer service, even with my first order, I am greeted with this attitude! Although I sent an e-mail 3-4 times, there was no answer, we reached over the phone and it was said that it was delivered to the cargo"-C 185.

"I ordered the jersey for 2 weeks. It hasn't arrived yet, I'm calling the representative of the form where I can follow up or find out where it is. I couldn't get an answer to the question. Where can I learn how to solve this problem, where will I get help? - C 280.

Table 5. Reasons for Satisfaction of Customers (%)

Reason for Satisfaction	Kartal Yuvası	Fenerium	GS Store	TS Club	Average
Problem solved	50	41,8	34,5	36,4	40
Treated relevant	16,7	23,2	27,6	27,3	23,7
Polite Staff	16,7	16,2	20,7	18,2	17,9
Duration	11,1	11,6	13,8	18,2	13,6

A questionnaire containing the reasons in the table was sent to the customers who evaluated their complaint processes according to the 5-star scale, in order to determine the reasons for their satisfaction by evaluating the satisfied customers as those who gave 4 and 5 stars. According to the results of the survey, customers whose complaints were resolved somehow expressed their satisfaction. The rate of those who are satisfied with the speed of resolution of the complaint shows that the solutions are not at the desired speed. The sum of the relevant approach rates of the stores could not find the average satisfaction. This is in line with the headings "did not contact" and "did not offer a solution", which are among the top causes of dissatisfaction of complaining customers. As stated by the complainants below, the main factor determining satisfaction in shopping and resolving complaints is the interest of store customer service.

"I am going to file a complaint about the service at Fenerium. My husband, my father and I are Fenerbahce as a family. I went to Fenerium store in Fethiye to buy a Christmas present for my wife. And of course, I couldn't decide right away. "I think so too," she said in a low tone when I told the female staff member in the store that she would think about it. Due to the sensitivity in my ears, I can hear even the highest pitched sounds. What a disrespectful act. Far from it! I never liked it." - C 99.

"My relatives from Germany liked the product in Elazig BJK store and they were told that the product was on sale. Then when we went to the cashier and extended the credit card connected to the Berlin bank, we were told that the product was not discounted. They are trying to treat people like tourists and make them victims. I condemn this behavior of the staff, I hope this complaint reaches the necessary places." - C 31.

Table 6. Customers' Churn Rate

Kartal Yuvası	Fenerium	GS Store	TS Club	Average
%56,5	%61,9	%70,8	%52,2	%60,3

The concept of churn can be explained as follows: Customers voluntarily or involuntarily abandon the use of existing services and/or shift to rival companies' offers. Customer abandonment behaviors can manifest in different ways: some do not use the existing service for a long time, some delay payment of service fees, and some choose to unsubscribe from the service altogether. Generally speaking, we can think that customer loss occurs when a customer stops the subscription and therefore does not intend to continue using the service (Kim et al., 2017).

The concept expressed as being churn is that the customer does not shop from the same business again or is reluctant due to a negative experience. Although it is expected that shoppers from fan stores will show higher customer loyalty by thinking like fans, unlike classical customer behaviors, the data obtained indicates a very high churn tendency, that is, a tendency to give up. The low rate of TS Club customers can be interpreted as the low number of complaints or as more fan loyalty. It can be stated that GS Store customers have lower fan loyalty and higher consumer awareness.

"I was shopping on the GS Store site. There was a buy 2 pay one campaign. I added it to my cart. I returned to the product screen so that I could buy 2 more pieces from the campaign. When I added and went to the basket, my basket amount doubled in an instant. How is this discount? You will return because the discount is over. It will be my last purchase, I probably lost confidence"- C 347.

"My girlfriend, who came to Istanbul from Germany, bought me a jersey from Kartal's nest. She is gift boxed. And she sent it to me. I wanted to change the jersey because it was too big. Since there is no Kartal Yuvası store in my city, I reached them by phone. I requested an exchange but was denied. They said that there is no exchange with cargo, but that I can bring it there and change it. Almost all of the employees speak arrogantly. Irrelevant. Koskoca Beşiktaş is managed with such poor quality. Year 2021 still no change with shipping. Especially the speaking style of the female assistant manager at Vodafone ® park Kartal Yuvası store made me feel alienated from Beşiktaş."- C 12.

Table 7. Reasons for Churn

Reasons for Churn	Kartal Yuvası	Fenerium	GS Store	TS Club	Average
Approach-Trust	10	20,5	20,5	40	22,5
Support after sale	16,7	12,5	12,5	40	20,4
Service Quality	13,3	25,6	25,6	-	16,1
Product Quality	13,3	7,7	10,3	-	7,8
Price-Pricing	10	10,3	10,3	-	7,6
Easy access	10	10,3	5,1	-	6,3
Product variety	13,3	5,1	2,6	-	5,2
Physical Environment	10	5,1	-	-	3,7
Other	3,3	2,6	7,7	20	8,4

According to the data obtained, when the average of the four big clubs is examined, it has been revealed that the most important reason for those who state that a customer will not shop at the store again is the title of "approach-trust". This situation shows that those who manage customer relations are not able to show an approach that will give confidence to the customer in the shopping and complaint processes. Although other reasons for shopping preferences such as price and product quality are problematic, the lack of interest expressed

under the title of "approach-trust", which is ignored due to the fan profile, drives customers away from the stores and therefore from the fan profile that will support the club.

The second most important churn title "after sales support" states that customers shop by thinking like fans, they will want to feel safe after shopping, and maybe they will give up their shopping habits and thinking like fans while waiting for this situation as a privilege, due to indifference.

"I ordered Beşiktaş new season jersey on Kartal Yuvası website and my parcel arrived within a few days. I wore it once after I came to the form and realized that there was a mistake in the jersey. It is most likely that after the printing of the jersey, there was a fold and the colors of the jersey were mixed. After realizing this situation, I created a return request on the site. In the claim conditions, it was stated that there was a 30-day return/cancellation period, and the product had only been received for two weeks. About 2 weeks have passed since I submitted the request, and still no response to my return request. Believe me, I would not expect such a thing from Kartal Yuvası, the official seller of the great Beşiktaş community. I'm posting here as a last resort. I will think twice before buying something from Kartal's nest again."- C 15.

"I bought a men's bracelet from Fenerium, but the magnet is broken and I can't find the poor quality plug. I went to Fenerium, they say they do not accept the product without a receipt, they are making the customer a victim as a fan. They do not accept the product they sell. I will definitely not shop anymore"- C 141.

According to the results of the survey organized by the website www.sikayetvar.com; customers complain about the indifference of the store managements and the lack of value given to them in the complaint processes related to the problems they experience while shopping at fan stores that sell licensed products.It is seen that the attitudes and behaviors that cause these evaluations are generally related to the subject of communication.When the survey results are compared with the content analysis results made by us, it is seen that there are similar results. The reasons for the complaints expressed indicate that the customer relations managements do not perform the necessary functions. It has been seen that insufficient information about products and processes and the implementation of actions contrary to the information given are the reasons behind the complaints.

DISCUSSION & CONCLUSION

Our research revealed the need for more work in the field of sports clubs and fan relations. It has been revealed that sports clubs do not have sufficient knowledge about the structure, functioning and benefits of fan stores and need more scientific studies. It has been observed that customers who shop at sports clubs' fan shops are also fans and lack the necessary knowledge and care about the differences between fan-customer profiles.

The results of the research, similar to previous studies, revealed the necessity of improving various e-service dimensions in order to ensure customer satisfaction and loyalty (Teck et al., 2011; Will, 2009; Ismail & Hussin, 2016).

Lee et al. How can more profits be made through licensed products in (2021) research? They sought an answer to the question with a case study, and as a result one of the theories put forward was symbolic interactionism. The basic premise of symbolic interactionism is that individuals attribute meaning to products or events. Looking at licensed products through this lens, Lee explains the licensed products as follows: when clubs start selling their branded products, they are essentially selling the meanings attributed to the products, not the product

itself. Understanding these meanings should be the goal of sports managers. In addition, Lee's investigations found that consumers' psychological attachments resulting from their intrinsic commitment to sporting events can influence their purchasing behavior.

While complaints about products and services are in the first place in the literature (Aylan et al., 2016; Şahin et al., 2018; Alrawadieh and Demirkol, 2015; Nazlı and Arbak, 2020), the fact that product-related complaints are less important in research results is related to the fact that sports club stores have a fan profile. As a fan, the customer differs from the classical customer behavior and expectations.

The reason why the complaints about the website and accordingly the complaints about the order processing are not seen as a vehicle malfunction is the thought that customer service indifference lies behind this technological face. In the study of Arpacı and Akhisar (2016), in which they examined e-complaints about tour operators, the internet pages related to the operators (52.3%) are seen as the most common complaint.

In studies that concluded that the websites we identified in our study could not meet the needs of users (Tumijan et al., 2022; Ajay Kaushik & Potti Srinivasa, 2017; Janda et al., 2002; Chen & Cheng, 2009; Wu & Hsu, 2015), the usability feature of the website was reported to be positively correlated and the main factor for quality on the website.

Staff attitudes are perceived as a feature that shows the value that businesses give to customers. The quality of personnel attitudes reflects the quality of the enterprise. Staff attitudes are also the subject of complaints about customer relations. In the study of Argan and Arıcı (2019), in which the e-complaints of customers in the field of health were examined, the most important topic was the indifference of the personnel. In Sangkpikul's (2022) study of e-complaints about Thai SPA centers, the most common complaints were inadequate staff skills (33%) and poor customer service (17%). In Park (2005)'s study examining e-complaints about Korean Carrefour, staff attitudes (20.9%) are in the first place.

It is seen that the customers do not complain about the poor quality or defectiveness of the product. The vast majority of customers complain of lack of interest after making a complaint about the product. Customers have the impression that there is no resolution effort regarding their complaint. Although the customer's complaint is under the product title, it is seen that the main reason for the dissatisfaction is related to customer relations management. In the researches conducted by Kayabaşı (2010) and Bal (2014), it has been seen that the most common complaint of customers is product delivery.

Store managements fail to realize that the customer can be satisfied even after a torn or poor quality product is sold to the customer. If fan stores' customer relationship management weren't problematic, the number of complaints we've investigated on these issues would probably have been much lower. Because the customer's grievance about the product could be eliminated with a good customer relationship management. The subject of "cancellation-refund-change", which is at the top of the subject analysis, is also not accidental. Since the customer has a problem with his product, he expects a solution from the brand, and because he cannot find a solution, his complaint changes size and leaves the product and goes to customer relations management.

In the researches, it has been found that delivering the products and services to the customers correctly and on time or dealing with the returned products and services are the two main factors affecting the satisfaction of the online shopping customers (Hsu, 2008; Reibstein,

2002). In the studies conducted by Norizan and Abdullah (2010) and Reibstein (2002), it was found that post-purchase customer service has a significant effect on satisfaction (Bayır, 2022).

Complaints about the website were among the most intense topics. When the site design and update is not done enough in internet shopping, many problems can arise. For this reason, problems with the website are actually the main problem. It is known that the care and attention required to satisfy the customers coming to the store is expected for digital media.

Many experienced and successful businesses using the Internet have also begun to realize that it is not only the website and low price as the main determinants of success and failure, but instead the need to concentrate on electronic service quality (Zeithaml, 2002).

Just as the atmosphere in physical stores has an impact on customers, so does the atmosphere of the e-store. Visuals, music, diversity, spaciousness and communication of the personnel in the physical store are some of the reasons that affect the customer's satisfaction / dissatisfaction with the store. These factors affect the purchasing process of the customer. In e-shops, the atmosphere also affects the purchasing process of the customer. Ensuring that he spends more time on the site positively supports this process. Therefore, brands need to create a good e-shop atmosphere by taking into account today's demands and conditions. How the products are presented in the e-shop can also enable the customer to complete the order. After determining what the consumer wants, it is time to ensure that the e-shop is useful, entertaining and up-to-date. For this reason, the software of the e-store should be prepared in line with the expectations of the consumer, at least as much as the physical stores (Ruziye & Sezer, 2015).

In the e-complaint investigations we have conducted for Turkey's four biggest clubs, it has been observed that the sports club stores are inadequate in responding to the complaints of their customers and in finding solutions to their problems. During the research process, it was concluded that the clubs did not have a sensitivity to protect this bond. Rather than the clubs trying to find a solution to the complaints made, it was determined that the stores could not even fulfill their own responsibilities.

A fan shopping at their favorite club store as a customer is different from a customer walking into the store and shopping. In the first, there is emotional attachment and the purpose is mostly to show belonging, to show one's side. Therefore, club stores are one step ahead of other stores. However, in order to use this advantage, it should constantly remember its emotional connection with customers and always act in this dimension in complaint resolution.

Regarding the fan stores (Kartal Yuvası, Fenerium, GS Store, TS Club) that sell licensed products of the four sports clubs (Beşiktaş, Fenerbahçe, Galatasaray and Trabzonspor) that have the most fans, have won the most league championships and have the most debt in Turkey, The fact that half of 569 customers with complaints filled out a satisfaction survey, that those who filled out questionnaires could not find a solution to their complaints as they wanted, revealed the necessity of questioning their understanding of store management.

Considering that not every customer who leaves these stores satisfied does not complain, it is not possible for these businesses to make a profit and contribute to sports clubs. The sales and profit figures that will test this evaluation could not be reached. It is noteworthy that although the companies of the four sports clubs are listed on the stock exchange, they do not declare their financial statements. It is important for the sports economy that the research model is carried out for different sports clubs and using different complaint platforms. Sports clubs should be enabled to share data sources for these researches.

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