

Consumer motivations and concerns for online sport-related product marketing

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Key words: consumer behavior, online shopping, sport-related product.

Theoretical background or literature review and aim of the study

The Internet is not also a prime source of information but also it is an increasingly important point of purchase for many consumers (Donghun, 2005; Suh & Chang, 2006). Depending upon the increasing of usage Internet, more and more sport firms and clubs utilize it as a marketing vehicle for developing strategies and tactics to attract and maintain their consumers. Considering the differences of consumers' demands and requirements, it is crucial for sport marketers and managers to better comprehend the consumers' attitudes (motives and concerns) and decision-making process.

Understanding the motivations that drive consumers' interest in shopping sport-related products online and their online shopping concerns will provide sport marketers information that can be used to develop targeted promotional campaigns in order to foster increased attendance, and establish a bond with their target consumers (James & Ross, 2004). Therefore, the purpose of this study was to assess the differences between online sports-related product shoppers' motivational factors and their online shopping concerns with respect to gender, education and age.

Methodology, research design and data analysis

The population of the study was 220.000 customers buying only sport-related products from "hepsiburada.com" which is the first and most common online shopping web retailer in Turkey. Purposive sampling method was used to determine the population of the study. From this population, 2716 individual voluntarily participated in the study. After the elimination of invalid and incomplete scales the sample of the study was determined as 1154.

Data was collected by Motivation Scale for Online Sport Consumption (MSOSC) and Concern Scale for Online Sport Consumption (CSOSC) (Altun, 2011). Forty-five item MSOSC consists of 5 subscales, and it is a 7-point Likert type scale, (1 = strongly disagree to 7 = strongly agree) measures the motivational factors of online sport-product shoppers. Twenty-four item CSOSC has 5 subscales and is also a 7-point Likert-type scale, (1 = strongly disagree to 7 = strongly agree) measures the concerns of online sport-product shoppers. The reliability of these scales were tested by Cronbach Alpha (α) which was .95 for MSOSC and .96 for CSOSC.

Descriptive statistics were used to analyze the demographics. To assess the difference between online sports-related product shoppers' motivational factors and their online shopping concerns in terms of their gender, education and age variables; Multivariate Analysis of Variance (MANOVA) test was used.

Results, discussion and implications\conclusions:

The MANOVA results revealed that there was a significant difference between the shopping motivations of participants with respect to their gender [$p < .01$], education level [$p < .01$] and age [$p < .01$]. Follow up ANOVA results showed that gender is a distinguishing factor on convince and socialization motives. It means that as shopping convenience is highly motivating factor for women than men, socialization is highly motivating factor for men than women. Education level is also a distinguishing factor on convenience, economic and socialization motives. As the education level of participants increase, shopping convenience and economic motives gain more importance for online shopping. Socialization motive is a more important motive for low-educated participants. When looked at age; socialization and economic motives are highly motivating factors for young consumers than those of elders.

The MANOVA results also revealed that there was a significant difference between shopping concerns of online sport-product consumers in terms of gender [$p < .01$] and education level [$p < .01$]. However, there was no significant difference between shopping concerns of online sport-product consumers in terms of age [$p < .05$]. Follow up ANOVA results demonstrated that as gender and education level are distinguishing factors for online shopping concern, age is not. Security-privacy and delivery are highly shopping concerns for men than women. As the education level decrease, cost becomes more important shopping concern.

It might be concluded that gender, education level and age were distinguishing factors for the shopping motivations and shopping concerns of online sport-related product consumers, except for age for shopping concerns in Turkey. Considering the online shopping motives and concerns of sport-related product consumers, sport marketers should realize the effects of gender, education level and age for comprehending their customers..

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