

DETERMINANTS OF SPORT PARTICIPANT CONSUMPTION BEHAVIOUR

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This study seeks to review the studies investigating the variables that may have an impact on the consumers' decision making process while participating any sports. Sport marketing is centered on the consumer and sport participants/consumers numbers thriving internationally. The sport marketing process start with the sport customers and goes through with the customer satisfaction (Ferrand & Torrigiani 2005). Therefore, identifying consumers' motivating factors to attend sporting events is significant to design efficient marketing strategy. This study contains a review of the literature concerning the determinants of the sport consumption behavior. In order to explore this issue we conducted a systematic literature review of longitudinal studies published between 1978-2012 that reported sport consumption behavior via secondary sources including, library documents and websites. (Metu library documents, SPORTDiscus, Emerald, Eric library databases. Taylor & Francis online journals and Taylor & Francis electronic books). Participant consumption behavior is defined as "actions performed when searching for, participating in and evaluating the sports activities that consumers believe will satisfy their needs." Individual, environmental and situational factors all influence the decision of consumer while participating in sports. This paper aims to examine individual, environmental and situational factors that has an influence on the participant's decision making process. The individual consumer can be inquired according to personality, motivation, perception, learning and attitude of that consumer secondly environmental factors are; culture, face to face groups. (Coaches, friends, family members, spouses and reference groups) (Berkman & Gilson 1986; Schiffman & Kanut 2004) and lastly, situational factors such as; environmental factors, time limitations , social (e.g. Crowd) and physical, social class structure (e.g. race and gender relations) and geographic conditions. According to American Sports Data surveys' question of why they recently joined a health club, people who are under the age of 35 said it is important to join a health club to look better, develop strength, improve muscles and meet with people. However, people who are over the age of 35 said that they joined to health club to improve their health, physical therapy or as medical or cope with stress (D. Shank 2005). Thus, understanding varied consumer profiles and their unique needs is significant to design a convenient sports program and to ideally meet sport consumer needs. Another reason why it is important to comprehend determinants of the sport participant consumption behavior is that; technological, social, and environmental alterations over years, such as computer games, high calorie foods, and transportation have raised sedentary behaviors in people. Understanding the factors that has an influence on peoples' participation in physical activity is of great importance because of the widespread health-related diseases and high obesity rates amongst people (Fairclough et al., 2002). The review also can help researchers to set priorities for future research and can promote cost effective sport programs.

References

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