
Online sport consumption: Influence of consumers' motivations and concerns on their actual behavior and future purchase intentions

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Synopsis:

Abstract:

The aim of this study was to examine the role of online sport consumer's motivations and concerns on their actual behaviors and how it affects future purchase intentions. Based on the SMOS model, five types of motivation (i.e., convenience, information, diversion, socialization and economic) and four types of concerns (i.e., security and privacy, delivery, product quality, and customer service) were examined to understand their influence on actual behavior and on future behavioral intentions. Data were collected through an email survey with a return of nine hundred and forty responses (N = 940). A two-step structural equation model was conducted and the results showed that the strongest motivation for buying sport products or services is 'economic', while the concern 'product quality' was considered less preponderant for the online consumption. The results also indicated that the importance of purchase's frequency supersedes the importance of the purchase's amount spent.

References: