

## COLLEGE STUDENTS' MOTIVATION SCALE FOR ONLINE PURCHASE OF SPORT PRODUCTS (MSOPSP)

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of-fit statistics, and re-specification) was used. The results of the CFA determined how well the items captured their specified constructs and demonstrated how the constructs were distinct from each other (Bollen, 1989; Hair, Anderson, Tatham, & Black, 1998). The battery of model fit criteria used were Root Mean Square Error of Approximation (RMSEA < .08), Standardized Root Mean Square Residual (Standardized RMR < .08), Comparative Fit Index (CFI > .95) and Chi-square ratio ( $\chi^2/df < 5$ ). The overall fit of the initial structural model appeared to be poor and was rejected. The model was refined by systematically dropping non unique items until the final model-fit indices were acceptable. Based on the results of the modification index, eight items were iteratively eliminated and an alternative 22-item model was formed. In the case of the alternate model, the RMSEA=.077, Standardized RMR =.076 and CFI=.97. The Chi-square value was 656.72 ( $df = 188$ ,  $p < .00$ ) and  $\chi^2/df = 3.49$ . Hence the alternative 22 item three factor model is a fair fit. The first factor, called Attitude-intent, comprises of eight items (e.g. I prefer online shopping for sports products and I feel using online shopping for sports products is a good idea). The second factor is Social-influence and comprises of 5 items (e.g. My friends think that I should shop online for sports products and Mass media reports have influenced me to try online shopping to buy sports products). The third factor, Control-facilitation (e.g. I feel comfortable using online shopping for sports products on my own and I have the time to use online shopping for sports products).

### Abstract

The Internet came into existence in the 1970's and by every account, the numbers of internet users have grown exponentially. Forrester Research reported that e-commerce in the U.S. grew 11% in 2009 and online retail sales reached \$155.2 billion. Sport organizations increasingly use web sites to sell tickets, licensed products, and other services (Seo & Green, 2008). On the other hand, sport consumers visit sport related sites not only for information and entertainment, but to purchase sport products (Hur, Ko, & Valacich, 2007). The purpose of the study was to better understand college students motivation for online purchase of sports products.

The CFA test determines how well the items capture their specified constructs and how distinct the constructs are from each other (Bollen, 1989; Hair et al, 1998). The findings of the study show that the MSOPSP is a valid and reliable instrument. Attitude-intent, Social-influence, and Control-facilitation provide a framework to examine college students motivation for online purchase of sports products. In general, the three factors are consistent with past motivation literature for online purchase. It should be noted that respondents were delimited to a mid-western university so different samples should be used in the future. Future research could focus on hierarchical motivations and specific forms of internet usage.

Undergraduate and graduate students at a mid-sized state university located in the Midwest participated in the spring of 2010 via convenience sampling. A total of N=427 surveys were computed. A 30-item instrument was adapted from previous studies (Bhattacharjee, 2000; Davis, 1989; Lin, 2007; Taylor & Todd, 1995). The items were based on a seven-point Likert scale ranging from 1 - strongly disagree through 7 - strongly agree. Descriptive statistics were computed using SPSS 18, data was checked for normality characteristics, and a Confirmatory Factor Analysis (CFA) test was conducted using LISREL 8.8. Respondents were predominantly male (n=251, 59%), aged between 21-25 years (n=213, 50%) and single (n=405, 95%). The typical respondent lived in suburbia (n=274, 64%), owned a computer (n=402, 94%), self-rated their computer skills as good (n=226, 53%), had at least 6 years of internet experience (n=301, 70%), and spent 1-3 hours a day on the internet (n=246, 58%). A 30-item instrument was used to identify motivations for online purchase sport related products.

The Bollen and Long (1993) five-step procedure (model specification, identification, estimation, testing goodness-

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