

A validity and reliability study: motivations and concerns of online sport-related product shoppers

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Theoretical background or literature review and aim of the study

Though the Internet has been growing as a medium for marketing activities, it is important for sport marketers to understand online sport consumption behavior (Kahle and Meeske, 1999). Consequently, few researches have been conducted to understand online sport consumers' behavior such as consumers' attitudes toward Internet, usage patterns, motivations and concerns for using the Internet. Hur, Ko and Valacich (2007) were designed a study to identify motivational factors of online shopping sport consumption behavior and concerns of using the Internet when shopping for sport-related products. Therefore, this research was aimed at conducting the validity and reliability study on the Hur, Ko and Valacich Scale of Motivation for Online Sport Consumption -SMOSC- (Hur, Ko and Valacich, 2007) in a developing country and in a different culture, in this case, Turkey.

Methodology, research design and data analysis

Among 220.000 customers shopping online sports-related products were the population of this study. They were the customers of the most common and the first online retailer in Turkey. From this population, 2716 customers were voluntarily participated in the study. After the elimination of invalid and incomplete responses, a total of 1154 online shoppers buy sport-related products were eventually included in this study.

Both the SMOCS measuring the motives and concerns of online sport-related product shoppers and its first item pool were gathered from the researchers (Motive part of SMOCS: 16 items from the original scale and 32 items from its first item pool, and concern part of SMOCS: 14 items from the original scale and 20 items from its first item pool). Because of potential cultural differences of the respondents, the items of the original SMOCS and its first item pool were subjected to face-validity by translation-back-translation method to ensure the equivalence of both versions. After the establishment of equivalence of both versions, the final Turkish version of the all items was also administered to 50 undergraduate and graduate sport management students who are online shoppers in order to minimize the possibility of misinterpretation. No misunderstood items were found.

The items were entered on a survey website, and then the link of this web site was e-mailed to the customers of the the web retailer. The items requires the respondent's to indicate

their judgments on a 7-point Likert-type scale indicating their level of agreement for each item within a range of "strongly disagree" (1) to "strongly agree" (7). After downloading the responses of the participants from the web site, the data collection process was ended. KMO was conducted to test whether the data appropriate for factoring or not, and Barlett test was run to test the adequacy of the sampling group. To analyze the factors (dimensions) associated with each section of the scale, the items were subjected to a Principal Component Analysis (PCA) for construct validity. For the reliability of the scale, the Cronbach Alpha method was used.

Result, discussion and implications/conclusions

The PCA revealed that both motives and concerns scales have 5-subscales. The motives part of the instrument consists of 45 items and five subscales which are; convenience (6 items), information (10 items), diversion (12 items), socialization (8 items) and economic motive (9 items). The concern part of it consists of 24 items and the 5 subscales which are; security-privacy (7 items), delivery (4 items), product quality (5 items), customer service (5 items) and cost (3 items). Internal consistency reliabilities of the all subscales were .91, .96, .95, .93, .93, .96, .85, .92, .92, and .88 respectively. All the items were clustered in five meaningful clusters in both scales. The five factor solution for motive and concern scales measured 69.73 % of total variance and 77.82 of total variation.

For the motive scale, the results of Principal Component Factor analysis revealed that all the items of the original questionnaire were loaded meaningfully, and could be interpreted under the same subscales of the original questionnaire. Additionally, totally 29 items from the first item pool were loaded. For the concern scale, as all the items of the original scale (except for 1 item) were loaded meaningfully under the original subscales, one additional factor was formed, named as "cost" in this study. Totally 10 items from its first item pool were loaded under the concern scale. Face validity, construct validity, and the high and meaningful correlation of subscales with each other showed that the newly formed Motivation Scale for Online Sport Consumption (MSOSC) is valid scale to measure the online shopping motives that drives behavior and bring online shoppers into the online markets. The newly formed scale, namely Concern Scale for Online Sport Consumption (CSOSC) is also a valid scale to measure the constraints preventing online shopping.

Consequently, it can be stated that the adjusted instruments are valid and reliable scales, and provides the opportunity to make meaningful interpretations of consumers' motives and concerns during their online shopping.

References

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