

## Are the time spent on internet and income level determinants of the motives and concerns of online sports-related product shoppers?

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### Abstract keywords:

Consumer behavior, online shopping, motives, concerns, sports-related product.

### Theoretical background or literature review and aim of the study

Shim et al. (2001) stated that intention to shop online is influenced by consumers' Internet shopping history. Past research findings demonstrates that prior online shopping experiences have a direct impact on Internet shopping intentions (Eastlick and Lotz, 1999; Weber and Roehl, 1999). Consumer motivations and concerns shapes consumer behavior, and they drive or prevent online shopping. Therefore, the purpose of this study was to find out whether or not income level, daily time spent on internet, total years spend on online shopping and total years spend on online shopping for sport-products were the determinants of motives (factors driving customers to shop online) and concerns (factors preventing customers from online shopping) of online sport-related product shoppers.

### Methodology, research design and data analysis

Among 220.000 customers shopping 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 customer were voluntarily participated in the study. After the elimination of invalid and incomplete questionnaires, a total of 917 online sport product-shoppers were eventually included in this study.

Data were collected by using Motivation Scale for Online Sport Consumption (MSOSC) and Concern Scale for Online Sport Consumption (CSOSC) (Altun, 2011) to find out whether the independent variables were the determinants of motives and concerns of online sport-related product shoppers or consumers.

As the MSOSC consists of 45 items with five subscales; convenience (6 items), information (10 items), diversion (12 items), socialization (8 items) and economic motive (9 items), the CSOSC consists of 24 items with the 5 subscales; security-privacy (7 items), delivery (4 items), product quality

(5 items), customer service (5 items) and cost (3 items). Reliability of the scales were determined through internal consistency analysis, and they were found as .91, .96, .95, .93, .93, .96, .85, .92, .92, and .88 respectively.

The scales are self-report instruments which were e-mailed to the customers of a web retailer. They 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).

A linear regression analysis was conducted to examine the relationship between the independent variables and motives and concerns of online sport-related product shoppers.

### Results, discussion and implications/conclusions

The regression results showed that there is a significant relationship between the independent variables and the motives of online sport-related product shoppers [ $R=.193$ ,  $R=.037$ ,  $F_{(3,193)}=8.807$ ,  $p<.01$ ]. In addition, there is a significant relationship between the independent variables and the concerns of online sport-related product shoppers [ $R=.180$ ,  $R=.033$ ,  $F_{(3,180)}=6.668$ ,  $p<.01$ ].

The results revealed that time spent on internet daily, total years spend on online shopping and total years spend on online shopping of sport-related products variables are important determinants of the motives of online sport-related product shoppers except income level. On the contrary, the results revealed that only total years spend on online shopping is an important determinant factor of the concerns of online sport-related product shoppers.

It might be concluded that because of the nature of internet and its offerings, as the time spent on internet increases, online shopping consumers have more to satisfy their needs through internet increases. It motivates people to purchase many things via internet. Additionally, it could also be concluded that as the time spend on the internet increases, the concerns of online shoppers decrease.

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