

The Moderating Effects Of Conformity Phenomenon In Road Running Markets: A Consumer Socialization Framework

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Aim of the research

Consumer socialization is the process by which young people develop consumer-related skills, knowledge, and attitudes. In competitive battlefield, attracting the brand preference among intergenerational influences, peer influences, traditional media, and social media remains as the most important but yet elusive agenda for all marketer. According to marketing literature, social interaction may influence consumer behavior. The purpose of this study was to understand the runner's behavior in terms of consumer socialization perspectives. Using currently one of the most popular recreational sport among consumers, road running fashion, explored the reasons for consumer participation in road running through the intergeneration influences, peer influences, traditional media and social networks to understand factors influencing road running consumption. This study was also to understand the moderating effects of conformity behavior between consumer socialization and consumer behavior.

Theoretical background

Road running event is very popular sport now in Taiwan, from 3K fun runs, 5K runs, 10K runs, half marathons and marathons. There was around 100 races in 2011, and growing rapidly to 600 races in 2014. Most host organizers can experience that when races' submit system open and it sold out immediately (Chiu & Hsiao, 2014). What is the impact of the road running on the consumer? And the road running plays what role in popularity with sports consumer? Bikhchandani, Hirshleifer and Wehch (1998) had to buy large quantities of books, resulting in the phenomenon of market out of stock, to create a fashion concept to explore consumer herd (conformity). Individual in groups interactive, inevitably by group members by effect, and in behavior or thought has change, called social effect (Bearden, Netemeyer, & Teel, 1989). which "herd" that is individual by social effect of a performance, community network of fast development, community media of rise, change has people passed and accept communication message of platform, through emerging media, as: Blog, Facebook, Line, WhatsApp etc. And communication and shape consumer behavior seems to be relatively easy. Consumer socialization is consumer acquisition and consumption-related knowledge, attitudes and skills, which advocated social behavior can be those involved in the socialization process of a person, organization, or reference groups, social behavior that mainly focused on parents, media and peers.

Methodology, research design, and data analysis

Multiple sources and cross-phase measurement in two points, on-site and online survey was utility. The subjects of the study were 904 in ground of road running events and online. A questionnaire "Go! Road running: A perspective of consumer socialization" was used as research instrument. Descriptive statistics, regression, logistic regression were computed for data analysis.

Results, discussion, and implications

The road runner on the study of consumers in a consumer socialization processes, mainly influenced by their peers and the media influences. However, the study found that peers and the media on the runners of the behavior of consumer behavior, in the tendency of the intervention will be weakened, which, the effect of media impact completely disappeared, showing that: the impact of media consumption on consumers completely. The peers' influences on the consumer behavior of road running can be weakened while considering the herd tendencies, but it was a significant effect on the consumer's actual consumption behavior. Therefore, if you want to effectively enhance the movement to watch and participate in the participation of consumers in the case of potential consumers at the same time strengthen the media marketing program, with various support groups of construction and cohesion; if limited funds in the case of market achievements. Of the environment can be aimed at the public to the consumer groups, to reduce the operating expenses of the media plan, and focus on the operation of various fans, will also have a multiplier effect.

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