

Review Article: Consumer Behavior of Sports Goods

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ABSTRACT: Consumer behavior is one of the new issues in the field of marketing. Although the first book on this subject was written in the 1960s, its history dated back to the years ahead. As an example, we can point out to the 1950s that Freud's ideas were used by marketers. The consumer behavior is a controversial and challenging issue that involves people and what they are purchasing, why and how to purchase them is marketing and mixing of marketing and market. Therefore, the purpose of the study was to investigate the theoretical and research foundations that had been made so far on the consumer behavior. According to the performed studies, it can be said that various factors, including cultural, social and personal factors, affect the consumer behavior.

Keywords: consumer behavior, marketing, sporting goods, services

INTRODUCTION

Consumer behavior is one of the new areas of marketing. The consumer behavior is a controversial and challenging issue that involves people and what they are purchasing, why and how to purchase them is marketing and mixing of marketing and market. Wilkie and Salmon have defined the consumer behavior as follows: physical, emotional, and mental activities that people do when choosing, purchasing, using, and disposing of goods and services to meet their needs and desires. In other definitions, the consumer behavior is described as follows: a set of activities that are directly related to the acquisition, consumption, and disposal of goods and services. These activities include the decision-making process that takes place before and after these steps (Golchinfar & Bakhtae, 2006). At present, in advanced countries, healthy exercise and entertainment is a very important industry and an effective factor in the growth and development of the national economy, and is one of the largest and most profitable industries in the 21st century. From the second half of the twentieth century, modern and organized sports gradually relied on modern marketing techniques and capitalist management, and today it has become a major business and dynamic industry. Sport has undergone a crisis of the 1990s at an annual growth rate of 5% and has now become a major business in the world so that sport can be considered an important industry. Therefore, the purpose of this study is to examine theoretical foundations and the research that has been done so far on the consumer behavior of sporting goods.

Models of consumer purchasing behavior

Model of Cutler's purchasing behavior

This model consists of four sections of marketing stimuli, macro drivers, black box purchaser and purchaser responses. Black box of the purchaser consists of 2 parts. The first part is the individual characteristics of the purchaser, which affects his perception and reaction to the stimulus, and the second part is the purchaser's decision-making process that affects his behavior (Saeednia & Bani Asadi, 2007).

Purchasing Behavior Model of Angel, Culatt – Blockwell

This model is essentially used as a plan for organizing the knowledge structure of consumer behavior. The model is composed of several editing channels aimed at optimizing the editions, as well as the clarity of the relationships between the main and the minor components (Saeednia & Bani Asadi, 2007).

Research Perspectives on the Consumer Behavior

A key characteristic of the consumer behavior is its research base. The research has divided consumer behavior into three aspects for guidance. This categorization serves as a guide on how to think and identify effective factors in the consumer acquisition behavior.

Decision-Making View: During the 1970s and early 1980s, researchers focused on the theory that consumers are rational decision-makers. The roots of this approach are cognitive and economical. This approach examines how consumers perceive a problem and try to solve it in a series of steps. These steps include problem detection, research, evaluation, selection, and evaluation after acquisition.

Empirical view: In this perspective, it is assumed that the consumers sometimes do not buy on a completely rational basis. On the other hand, they sometimes purchase goods and services for fun, imagination, emotions and emotions. The roots of this view are in motivational psychology as well as in the fields of sociology and anthropology. Researchers who use empirical views use exploratory research methods. Commentators understand the consumption process even to record popular culture and community traditions.

Behavioral View: In this view, it is assumed that strong environmental forces push the consumer to a point where he or she has bought a product without strong feelings or strong beliefs. At that time, the consumer does not buy the product through a rational decision-making or emotion-based process. Instead, his purchase is due to the direct impact of behavior through environmental forces, such as sales promotion tools, cultural norms, physical environment, or economic pressures. In the end, it's important to note that most purchases contain elements from each of the three suggested views (Golchin and Bakhtae, 2006).

Cultural factors affecting the consumer behavior

Cultural factors have the greatest and deepest effects on consumer behavior. The marketer needs to be aware of the role that the culture, the subculture and the buyer's social class can achieve.

Cultural factors: Cultural factors are one of the most important factors shaping the behavior and desires of the individual. Human behavior is mostly learned. When a person grows up in a society, fundamental values learn different perceptions, desires and behaviors from others. Marketers should always be in the position of just looking for new products that are likely to demand cultural orientation.

Subculture: Each culture itself consists of several subcultures or groups of people that have common value systems. These systems are based on the habits and customs of the shared life.

Social class: Each society has almost a social structure. The social classes are composed of regular and relatively stable parts of a community whose members share similar values, interests and behaviors. It is not possible to define a social class with a single factor, such as income, but the social class is determined by a combination of factors such as occupation, income, educational level, asset level, and other variables. Each social class has its own preferences in choosing a product and a particular mark of it (Moun & Minor, 2009).

Social factors affecting the consumer behavior

The consumer behavior is also affected by social factors. These social factors consist of small groups, family members, and consumer social status and position. Companies should carefully consider these factors when formulating their marketing policies, because these factors strongly affect consumer responses.

Groups: The behavior of a person is influenced by many small groups. Among these groups are family, friends, neighbors and colleagues.

Reference groups: Groups which are directly or indirectly influential in shaping a person's attitudes and beliefs. Marketers are trying to identify the target groups for their target markets.

Family: Family members can strongly influence the purchaser's behavior. Family members are divided into groups, first of all, the parents of the person who are guided by him and learn about their religion, politics, economics, and so on. The wife and children of that person also have a direct impact on his everyday behavior.

Social Role and Status: A person belongs to many groups such as family, club, and organization, and so on. The position of a person in each of these groups is determined by his role and his status (Moun & Minor, 2009).

Personal factors affecting the consumer behavior

The decisions of a purchaser are influenced by his personal characteristics. These characteristics include age, stage of life, occupation, economic status, lifestyle and personality and personal imagination.

Age and stage of life: People throughout their lives purchase different goods and services. In childhood, children are consuming food. During puberty, they consume all kinds of foods, and in the last years of their lives, they will probably take refuge in certain diets. The taste of people in the selection of clothing and furnishings is strongly influenced by their age.

Occupation: Occupation of everyone affects the type of goods and services he buys. A worker purchases shoes, clothes, and dining equipment for a worker and his entertainment may only be summarized in the Bowling game. If the CEO purchases a costume-wearing clothing company, he travels by plane and purchases a recreational boat.

Economic Situation: One's economic conditions have a significant effect on the choice of goods. Marketers of commodities that are highly susceptible to income changes are closely following income trends, savings, and bank interest rates.

Lifestyle: People belonging to the subculture and the same social class and even the same jobs may have different lifestyles and lifestyles. Lifestyle is a personal life pattern that is expressed in activities, attachments and personal thoughts. Lifestyle is more than a person or person's social class. A lifestyle consists of a complete pattern of action and a person's response in the world.

Personality and personal impression: A completely distinct personality, whether male or female, affects his purchasing behavior. Personality is a unique set of psychological characteristics that results in a person's relatively stable reactions to his or her environment. Personality is usually defined in terms of: trust, independence, change, dependency, creativity, and so on. Many marketers use character-related concepts. One's own imagination or mental image is one of those concepts. The fact is that people's assets represent their identity. In the other, we have the same thing as we do. Therefore, in order to understand the consumer's behavior, the marketer must first acquire the necessary knowledge about the relationship between the person's perception and the consumer's assets (Moun & Minor, 2009).

DISCUSSION AND CONCLUSION

The purpose of this study was to investigate the theoretical and research foundations that have been made so far on the consumer behavior of sporting goods. According to the results of this study, it can be said that various factors affect the behavior of consumers, and several studies have suggested some results in this regard. For example, Sohrabi et al (2015) studied the virtual purchase behavior of child wear consumers based on the theory of planned behavior. Data were collected by using cluster sampling method in 315 questionnaires. The results of the analysis showed that attitudes toward the purchase of children's clothing and mental norms affecting the purchase of children's clothing for children with the intention of buying children's clothing online and, ultimately, the intention of online shopping for baby clothes and the online shopping of children's clothing products had a meaningful relationship. But the significance of the relationship between perceived behavioral control and the purchase of children's clothing and the intention to purchase children's clothing was not confirmed. Ketabi et al (2014) in their research analyzed the effective factor in the desire to purchase online based on the theory of planned behavior and the development of this model with the influence of social influence (friends' role) and perceived validity. The sample consisted of 260 students of Isfahan University. The findings of this study showed that the social influence

of friends on subjective norms and similarly perceived validity on the attitude had a positive effect. Subsequently, subjective norms and behavioral control had a direct and positive effect on online shopping. Subjective norms, attitudes and behavioral control, respectively, played a greater role in explaining behavioral tendencies. Zand Hosami and Parvinchi (2014) studied the intention to green purchase of the consumer and purchase behavior based on the theory of planned behavior. Sampling was done randomly from the citizens of Qazvini in 428 people. The results showed that attitude towards environmental issues were the most important predictor of behavior. Also, according to the findings, mental attitudes, attitudes toward environmental issues affect green purchasing intention (explained by 64%), and green purchasing intention has a positive effect on green behavior (explained by 69%). Jayawardhena (2004) investigated the impact of personal values on online purchasing attitude and behavior. A sample of a panel of consumers consisted of 100,000 online purchasers. A questionnaire was sent to individuals and finally, their attitude was measured using a multi-attribute model. The results showed that the hierarchy of values, attitudes and behavior could be applied to online purchasing behavior, and some individual values were important predictors of a desirable attitude toward Internet purchasing. In general, behavioral attitudes or beliefs represent a general sense of the individual about being desirable or not about a certain behavior and the outcome of individual assessments of that behavior. In a person's life, individual experiences lead to the formation of many beliefs about different behaviors. These beliefs may be the result of direct observations or deductive processes. Many beliefs may remain for a long time, and on the contrary, other beliefs may be forgotten, and new beliefs may emerge. Individual beliefs may change as a result of changes in the belief system of a person. Thus, one's beliefs about a behavior are determined by the prominent person's set of beliefs about that behavior. Each belief in a particular behavior is related to many of its traits (Ajzen, 1987).

Conflict of interest

The authors declare no conflict of interest

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