



Presenting a native model of sports consumer behavior according to the Howard-Sheth model

Poster Presentation

1Farrokhleqa Najafzadeh*; 2Ali Zarei; 3Farshad Tojari

1Department of physical education & sport sciences, Faculty of sport management, Islamic Azad University, Malekan Branch, Malekan, Iran (f.najafzadeh@iaut.ac.ir)

2Department of physical education & sport sciences, Faculty of sport management, Islamic Azad University, central Tehran Branch, Tehran, Iran

3Department of physical education & sport sciences, Faculty of sport management, Islamic Azad University, central Tehran Branch, Tehran, Iran

Abstract

Introduction: Shopping behavior model of Howard - Sheath is the most important model of all the models of consumer behavior, because it emphasizes on the importance of consumer's shopping process and it guides us to better understand winding path of consumer's behavior. The present study aimed at presenting a native model of sports consumer behavior according to the Howard-Sheth model from the perspective of sports consumers in Iran.

Methods: Likert's five-point scale was used as the main tool for data collection. The statistical population included the consumers of sporting goods in Iran in 2019. The population of consumer goods and sporting goods is the country in 2019. As the number of populations was infinite, the sample size was determined 385 participants by using Morgan table, and the random sampling method was used. Descriptive, inferential statistics, modeling and structural equations using SPSS software and Amos and LISREL were used to analyze the data. The purpose of this research was applied and the method of collecting information was survey.

Results: The results showed that among 18 straight routes in the study, 14 routes had significant impact factors and only 4 routes had no significant impact factors. After removal of routes with the least impact factors and adding 6 other routes to the prototype, ultimately final model was presented.

Conclusion: The results suggest that social factors affect the attitude of consumers. Sports consumer's behavior is influenced by social factors such as reference groups, family, and the role and social status. Sports marketers should consider these factors when they make marketing policies, because these factors affect consumer's behavior such as their buying behavior.

Keywords

conceptual model; Howard- Sheath's shopping behavior; sports consumers

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