

Identifying effective criteria on the development of online shopping of sports goods among physical education students

Ziba Vatankhah ^{*1}, Masood Imanzadeh ²

1. Master's degree in sports management, Islamic Azad University, Ardabil branch

2. Assistant professor of the sports management group, faculty of humanities, Islamic Azad University, Ardabil branch.

Abstract

The purpose of this study was Identifying and prioritization of factors affecting on development of online purchase of sport goods by physical education students in Ardebil province. The research method is survey and is applied in terms of purpose. Statistical population was physical education students in Ardebil province, from which 206 people were selected based on Morgan table and random cluster sampling. The reliability of the questionnaire was 0.84. Factor analysis were used to analyze the data. Exploratory factor analysis revealed that 59.54% of the total variances of the eight factors. The Results showed that all factors have a significant impact on the development of online shopping for sport goods. Also prioritizing factors according to Friedman method are: customers' perception of purchase, technology, purchase process, purchase risk, characteristics of sports goods and characteristics of customers, respectively. Therefore, it can be concluded that by improving the situation and creating the Internet infrastructure and focusing on the factors affecting the development of online shopping for sports goods, customers can be more directed to online shopping.

Keywords: Internet Purchasing, Purchasing Process, Sport Goods, Physical Education Students

1. Introduction

The sports industry has become rapidly globalized and its scope has expanded everywhere and expanded worldwide for use by billions of people (Funk et al., 2009).The importance of sports for the economy is increasing every day, so that sports has become one of the most profitable economic sectors. The production of sports equipment is currently one of the important industrial fields with various subcategories and its scope is expanding day by day. Important economic sectors such as sports tourism, sports companies and centers, organization of large sports conferences, marketing industry, entertainment, advertising, sports clubs and finally sports itself are among the most important economic areas that are related to sports. Orientation towards the market and achieving success in the shadow of such orientation is currently one of the most important goals of sports. The consequence of this process is the greater integration of sports with the economy in various forms. This integration has made the economics of sports more important (Rahwalna et al., 2013).

In recent decades, the purchase decision process has been widely studied and investigated. The main issue in the body of this knowledge is that consumer choices can be described from a rational point of view, while a choice is made after carefully examining the different aspects of the product and considering its various alternatives (Versky and Kahneman, 1974). Many researchers have provided several conceptual definitions of impulse buying. Piron (1991) reviewed the previous definitions and concluded that none of them fully define this interesting and complex phenomenon. He determined thirteen dimensions from other researchers' definitions that were common to impulse buying. Then he integrated these dimensions and presented a short definition of impulse buying as follows: "Impulse buying is a kind of unplanned purchase, it is the result of encountering stimuli and it is decided on the spot, and after the purchase, the buyer has emotional reactions. or experiences cognition" (Nazari and Baghdadi, 2012).

Today, the slow pace of Internet business growth in many fields in the country is felt more and more, and the field of sports and buying and selling of sports goods is one of them. Considering the nascent nature of the

* Corresponding Author; Email: z.vatankhah1990@gmail.com

online shopping phenomenon in Iran and the large volume of buying and selling all over the world, as well as the distance factor for not buying in person, as well as the provision of sports products in a place other than the residence of students and the absence or lack of products in the place of residence, it is obvious that the investigation Factors affecting the intention of internet buyers can help to identify the possible reasons for people's acceptance of this method. (Jafarpour and Rahman Sarasht, 2008). Considering the newness, importance and the growing development of the culture of online shopping (especially sports goods) in the country and especially in Ardabil province, it is obvious that the investigation of the effective factors in online shopping of sports goods can help to identify the possible reasons for people's acceptance of this method and its development. . Therefore, the researcher decided to study and investigate the factors affecting the online purchase of sports goods by physical education students of Ardabil province. Therefore, in this research, we seek to answer the following questions:1.What factors affect the online purchase of sports goods by physical education students of Ardabil province?

2. According to physical education students of Ardabil province, what are the factors influencing the online purchase of sports goods?

2. Methodology

The present research is of a survey type in terms of practical purpose and in terms of descriptive-analytical method, the information of which was collected by field method and using a questionnaire. In this study, the physical education students of Ardabil province were considered as a statistical population, which according to the statistics of the universities of Ardabil province, there were approximately 500 people, and out of this number, 206 people who have the experience of shopping on the Internet, were selected using Morgan's table by random cluster sampling method. Finally, 50 students were randomly selected from the North cluster, 125 students from the Center cluster, and 31 physical education students from the South cluster. The data collection of this research was done in the period of February and March of 1400 using a questionnaire. In addition, the face validity of the questionnaire has been confirmed based on the opinion of 10 sports management experts, and its content validity has also been calculated based on the Lavoshi model (CVI = 0.86). Descriptive and inferential statistics were used for statistical analysis of research data using SPSS software. Information was provided to the researcher through a questionnaire.

The analysis of the data of this research at the level of descriptive statistics for the characteristics of the people of the statistical community by displaying data, drawing graphs and frequency, etc.and at the level of inferential statistics to check the reliability and validity of the items, Cronbach's alpha was used, which Cronbach's alpha was (1.84) And in order to analyze the data from the statistical methods of the Kolmogorov-Smirnov test to check the normality of the data, in addition, in order to test the research questions from the T-Tech test, a sample at the significance level ($p < 0.05$) using SPSS software for the difference Between the mean of the sample and the assumed mean of the population was used. Therefore, index number three was used as owner number for comparison. Also, Friedman's statistical test was used to prioritize the elements, and factor analysis test was used to identify the factors affecting online shopping.

3. Results

According to the obtained information, the total number of students was 206, of which 39.8% were men and 60.2% were women. On the other hand, approximately 53% of the samples were single and 47% were married. People with bachelor's education had the highest percentage with 67.3% and people with doctoral education had the lowest percentage with 2.4%.Also, most of the Guyanese respondents (48.1%) were between 21 and 25 years old, and the least number of 2.4% were over 40 years old. Most of the participants' use of computer and internet was moderate (53.4%) and 13.8% was low.The value of Keyser-Meier-Elkin test for twenty-five subscales related to effective factors in online shopping was equal to 0.722, which shows that these data are suitable for factor analysis. Table (1) shows the results of the Bartlett and Keyser-Meyer-Elkin tests. This table shows that the sample size for analysis is proportional (KMO=0.722) and Bartlett's sphericity test is statistically significant ($P=0.000$), which indicates the correlation between variables.

Table 1 . Bartlett and Keyser-Meyer-Elkin test results (main model fit indices)

		Variable
0/722	*KMO test	to check the proportionality of the hsample size Measuring the adequacy of the sample
214/505	Khy two	Bartiett's test(to check the correct separation of factors)
15	Free Degree	
0/000	The level of meaning have	

* At the level (<0.7KMO) is significant.

The main indicators of model fit all indicate the fit and appropriateness of a model for investigating the relationships between variables.

4. Discussion and Conclusion

Sources The aim of this research was to identify and prioritize the effective factors in the online purchase of sports products by physical education students of Ardabil province. The results of the present research showed that the factors influencing online shopping of sports goods were 6 categories of factors, namely the purchase process, characteristics of sports goods, customer characteristics, purchase risk, customers' understanding of the purchase, and technology. Examining the results of the research indicates that the factor of customers' understanding of online shopping was one of the important factors influencing online shopping according to the view of physical education students of universities in Ardabil province, and it was placed in the first priority in the prioritization method of Friedman's test.

The findings of the present research are consistent with the researches of Elfat et al. (2013), Ansar et al. (2014), Mohammadi et al. (2015), and Andrews and Bianchi (2013), who showed that customers' perception of online shopping for sports goods is one of the influencing factors for online shopping of sports goods. It is suggested that managers take the necessary measures to improve the quality of their products by creating a comprehensive quality control system and an internet website through which they can ask consumers' opinions about the quality of their products.

5. Refrences

- Abdolmaleki, H., Mirzazadeh, Z.,& Alidoust Ghahfarokhhi, E. (2018). Identify and prioritise factors affecting sports consumer behaviour in Iran. *Int. J. Sport Management and Marketing*, Vol18, Nos. 1/2, 2018. DOI: 10.1504/IJSMM.2017.10012364. (Persian)
- Aladwani, Adel M.(2006) ."An empirical test of the link between web site quality and forward enterprise integration with web consumers", *Business Process Management Journal*,Vol.12No.2,pp.178-190
- Alfat, L., Khosravani, F., & Jalli, R.(2011) .Identifying factors affecting online shopping and prioritizing them with Using Fuzzy ANP.Faculty of Management, University of Tehran, *Business Administration*,Volume 3,Number 7. pp19-36. (Persian)
- Anastasiadou, S.D. (2014) . 'A structural equation model describes factors affecting Greek students ' consumer behavior', *Procedia Economics and Finance*, Vol. 9, No. 1, pp.402–406.
- Andrews, L., & Bianchi, C. (2013) . Consumer internet purchasing behavior in chile. *Journal of Business Research*, 41(5): 58-640.
- Ansar, A.(2017) .Investigating the influencing factors on the online shopping behavior of athletes of Ardabil Province.Thesis Master's degree, Islamic Azad University, Ardabil branch. (Persian)
- Azimi Rostgar, N. (2013) . Examining the factors affecting the intention to buy online and its effect on customer behavior. thesis Master's degree, Islamic Azad University,Tehran branch. (Persian)
- Behnam, M. Goodarzi, M.,& Hamidi, M. (2015) . 'The influence of advertising appeal on future intention and consumer's attitude toward advertisement in sport service', *Sport Management Review*, article in Persian, Vol. 30, No.1, pp.35–54.
- Chang, M.K., Cheung, W.,& Lai, V. (2004) ."Literature derived reference models for the adoption of online shopping", *Information & Management*, February 2, 2004, pp. 1-17.
- Chen, Y. H., Hsu, I. C., & Lin, C. C. (2010). Website attributes that increase consumer purchase intention : A conjoint analysis. *Journal of Business Research*, 63: 1007–1014.
- Corbitt, B. J., Thanasankit, T.,& Yi. H. (2003). Trust and e-commerce: a study of consumer perceptions. *Commerce Research and Applications*, 2(3), 203–215.

- Cohen Joe. B.,Dipankar. Ch. (1990) .“Co nsum e r Psy c hology ”, Annual Review o f Psychology, Vol. 41.
13. Feng, S. (2010) . “The theory of planned behavior: the role of descriptive norms and past behavior in the prediction of drivers’ intentions to violate”, Transportation Research Part F:Traffic Psychology and Behavior, 12, pp. 198– 207.
- Forsythe, S. M.,& Shi, B. (2003) . Consumer patronage and risk perceptions in Internet shopping. Journal of Business Research, 56(11), 867-875.
- Funk, D.C., Filo, K.,Beaton, A.A., & Pritchard, M. (2009) .‘Measuring the motives of sport event Attendance:bridging the academic-practitioner divide to understanding’,Sport Marketing Quarterly, Vol. 18, No. 1, pp.126–138.
- Jafarpour, M; Sarasht, H. (1388) .Thesis on the study of the effect of trust on the intention to repurchase books and articles online.