



**THE TEST OF CONCEPTUAL MODEL OF PSYCHOLOGICAL BEHAVIOR
RELATION OF CONSUMERS IN GENERAL SPORT: EVALUATION BY THE
FRAMEWORK OF PSYCHOLOGICAL CONTINUUM MODEL (PCM)**

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ABSTRACT

The study is aimed at investigating the psychological relation of consumers in general sport through psychological continuum model (PCM). The Statistical society was selected from Yazd that 600 of them were as samples based on cochran formula through unlimited and available society and also elected rationally, objectively. Data analysis calculated by smart PLS and Lisrelsoftwares. The findings studied with regard to data analysis through questionnaire distribution in society and it indicated based on PCM that participants are leveled in four levels of awareness, attractiveness, dependence and loyalty in general sports. As it is shown that among 437 of total repliers to questionnaires, 92 (21%), 59 (13/5%), 184 (42%) and 102 (23.5%) were in awareness, attractiveness, dependence loyalty levels, respectively. The results show that there are negative meaningful relation between the barriers of general sports and psychological relation, positive meaningful relationship between psychological relation and the motives of general sport, and finally positive relationship between psychological relation and behavioral involvement.

Keywords: Consumers' behavior, general sport, PCM

INTRODUCTION

Participation in sports has more benefits consumers. The consumers have different and the participants are considered as needs. On the one hand, the main aim of

marketing is consumers' satisfaction. The marketers want to know consumers' needs. One of the important issues is the establishment of a psychological relation with sport which must be paid attention in studying consumers' behavior. Consumers' behavior is defined as the process of selection, purchasing, usage, non-use of products and services related to sports in order to meet needs and benefits from it. The psychological relation shows that how the individuals communicate with objects to show how their attitudes are made and changed indicating the behaviors as disposability activities. (2).

General sport is equal to an English word (sports for all) and (public sports) and usually refers to sport activities which one does for recreation and without attention to its results –win or lose- In some references, the word (mass participation) is the synonym for general sport (23). In this study, the participants of general sport are selected among the persons with different sport skill participated in festivals, congress. Among several frameworks related to psychological relation (19) and psychological continuum model (14), the researchers divided the sport consumers into 4 groups (awareness, attractiveness,

dependence and loyalty) based on the degree of their psychological relation. Funk and James (2001) developed PCM to understand the sponsors' relationship and sport consumers. PCM is used as a framework to organize the studies of different scientific majors in sport consumers' behavior and event background (12). This framework indicates watch, play and participation in ongoing activities of sport consumers during four total stages of hierarchy: awareness, attractiveness, dependence and loyalty. With regard to this issue that persistent participation in sport is important but there is no enough evidence why the individuals participate in sport continually.

Ongoing participation in sport is seen as final output or the result of inner process of sport consumers in leisure time (13). On the other hand, motive factors, barriers of participation, sport involvement and psychological relation are as joint and requirements of output (15).

Funk (2000), without regarding whether consumer is a visitor or a participant, indicated that more motive factors overlap (such as enjoyment, socialization) and developed sparing motive framework. This framework

evaluates 5 motive groups: socialization, performance, excitement, esteem, and diversion. Funk (2008), Iso-Ahola (1980), Sloan (1985) emphasized that sparing motive scale is required for marketers, since the motive may be changed during consumers' life or be different time to time in order to participate in sport. Koo and Hardin (2008), Wann et al (2008), Won and Kitamura (2007) concluded that motives may be changed based on emotional, sport and country dependence.

Considering barriers, Crawford and Godbey (1987) introduced 3 dimensions of barriers in leisure activities including inner personal, intrapersonal and structural. Jung-Hwan (2012) used 7 factors of barriers (psychological, interest, time, equipment & facilities, availability, cost, and inner personal) in his research and the findings showed that 2 limitations including psychological inner personal and interest are the important barriers from awareness level to higher level.

The results of Funk (2008)'s research indicated that ongoing and sequential participation is resulted from high degree of psychological relation. Nevertheless, the high degree of psychological relation is not a definite condition of high

behavioral involvement. Jung-Hwan (2012), in his research on South Korean recreational golfers, estimated that there is a positive meaningful relationship between behavioral involvement and psychological relation. In other words, participation shows more behavioral involvement in higher level of psychological relation.

Qualified study has done on the role of psychological relation as an intermediate between 2 previous factors (motives and barriers) and individuals' behavior. In a multi-level framework, motive, barrier and psychological relation are considered as requirements of behavior (1). Although motives and barriers may be as requirements of psychological relation and the psychological relation may be the intermediate between the effects of these 2 factors on person's behavioral involvement. Current study aims at investigating the conceptual model of psychological relation between motive, barriers, behavioral involvement and psychological relation variable of participants in Yazd.

METHODS

Design of methodology

This research is a descriptive-analytic one, because it describes the relationship

between variables, the conceptual model is shown in Figure (1).

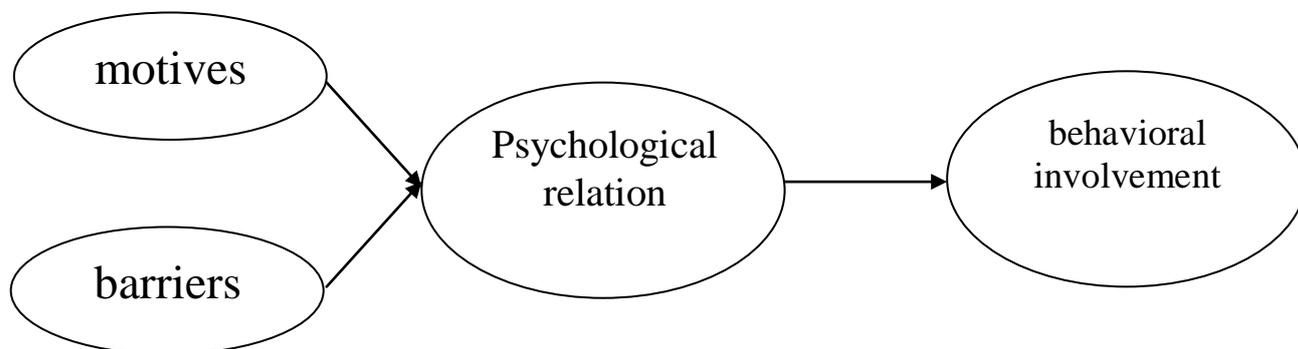


Figure (1): Conceptual model of psychological relation, motives, barriers, behavioral involvement of participants in general sport.

Table (1): AVE, CR, and Cronbach

Variables	AVE	CR	Alpha Cronbach
Behavioral involvement	0.5904	0.7922	0.7655
Psychological relation	0.5368	0.8900	0.8559
Motives	0.5067	0.9556	0.9512
barriers	0.5101	0.9293	0.9218

Society: Samples and Sampling model.

The considered society is the participants of general sport who have been in divisional-sport Park, sport Saloon, general sport festivals, & walking convention. Because there is no exact statistics about society, the sample size formula for unlimited society is used to determine statistical sample of research and 600 individuals were selected, among whom 437 answered the questionnaire, in this research non-probability sampling is applied. The sampling includes rational, objective, judgmental and available sample.

The instrument of translated questionnaire is psychological relation of

golfers of Howang (2012) including 4 sections (psychological relation, sport motives, barriers, and behavioral involvement).

Validity and durability of instrument:

To emphasize the justifiability and durability in smart-PLS Software, the alpha Cronbach coefficient, Cr and factorial analysis coefficient are defined.

The obtained amounts related to 3 mentioned determinants are in Table (1) for dimensions of research model. As it is obvious, the numbers are in desirable level for all variables. These results show that designed assessment are suitable for

research variables and the questionnaire is justified and durable.

RESEARCH HYPOTHESES

Hypothesis (1) there is a meaningful relationship between psychological relation and behavioral Involvement of participants in general sport.

Hypothesis (2): there is a meaningful relationship between psychological relation and participants’ motives in general sport.

Hypothesis (3): there is a meaningful relationship between psychological relation and participants’ barriers in general sport.

FINDINGS

According to Data resulted from questionnaire distribution in studied society and based on PCM, participants grouped in four levels, awareness,

attractiveness, dependence, and loyalty. 92 (21%), 59(13.5%), 184(42%) AND 102(23.5%) are in awareness, attractiveness, dependence and loyalty levels, respectively. Table (2) shows mean, and standard deviation of 3 factors of PCM for each level.

To benefit from structural equations technique in order to evaluate the relationship between variable of t statistic and route coefficient, smart PLS is used.

Table (3) indicates the obtained results from test hypothesis based on the t statistic number and route coefficient. As it is obvious, all defined relations between research variables have been confirmed.

Table 2: Mean, standard deviation of PCM level

Factors of PCM	PCM levels			
	awareness	attractiveness	dependence	loyalty
Enjoyment	3.496 (0.815)	5.412 (0.746)	5.103 (1.034)	6.516 (0.479)
Centrality	3.039 (0.882)	3.452 (0.917)	4.514 (1.006)	6.186 (0.605)
Symbol	3.192 (0.902)	3.598 (0.739)	5.021 (0.818)	6.352 (0.482)

Table (3) assessment of conceptual model relationship of psychological relation, motives, barriers, behavioral involvement of participants in general sport.

hypothesis	relation			The direction of relation	The coefficient of direction	The amount of t	Confirmed the result of test
H1	Barriers of General Sport	→	Psychological relation	invers	-0.026	2.099	
H2	Motives of General Sport	→	Psychological relation	direct	0.691	58.578	
H3	Psychological relation	→	Behavioral involvement	direct	0.215	15.139	

DISCUSSION AND CONCLUSION

The findings of research indicated the grouping of participants in 4 levels (PCM) from the highest number to the lowest number, it means in level 3 (dependence 42%, n=184), level 4 (loyalty 23.5%, n=102), level 1 (awareness 21%, n=92), and level 2 (attractiveness 13.5%, n=59), in other words, level 3 is psychological relation which correspond to findings (Beaton et al, 2009; Funk et al, 2011;Jung-Hwan, 2012).

The meaningful and positive relationship between psychological relation and behavioral involvement is confirmed. although because the psychological relation variable is as the requirement of behavioral involvement variable, So participants' psychological relation with general sport caused more behavioral involvement based on more participation in general sport and getting more skill. The findings of research correspond to the result of Iwasaki and Hawitz (2004), Funk and James (2001), Funk (2008) and Jung-Hwan (2012)'s studies.

The finding made obvious that behavioral involvement will be increase, when the level of psychological relation be strong. Till now, according to this hypotheses that higher psychological relation caused behavioral involvement activation, wide

researches show the positive effect of psychological relation on behavioral involvement (15,19).

Most of the research found that sport consumers' psychological relation has strong positive effect on active company and pays attention to ongoing sport involvement (15,28,27), so the relation level may be increased to improve participants' active behavioral involvement.

The confirmatory factor data analysis is used to investigate the positive and meaningful relationship between group dependent variables (like PCM 4 Levels) and continuous independent variable (motive factor). Related to the motive of participation, most of the studies describe the relationship between motive & psychological relation. For example, Beaton et al (2011) explain that motive (inputs) increase people's interest to activity and then when the ongoing participation increases in activity, the psychological relation may be developed. Finally, Behavioral and cognitive output like attitude loyalty and behavioral loyalty will be stronger. The result of current study correspond with Alexandris et al (2001)'s Findings, both of them disclosed that motives has positive effects on psychological relation and also Jung-

Hwan (2012)'s study indicated that all motive factors (9 factor) involved in grouping of each 4 levels of psychological relation.

In accordance with Table (3) date, data confirmatory factorial analysis showed that there is a negative and meaningful relation between psychological relation and barriers of relation, that is, barriers decrease causes to improve psychological relation and vice versa. The results of research correspond with Tsai & Coleman (2010)'s findings who concluded that the barriers have negative effects on psychological relation and Jung-Hwan (2012)'s one that all 7 factors of barriers are meaningful at investigating reciprocal relations with 4 PCM levels and these factors are necessary for understanding different characteristics of each level.

The research divided consumers into 4 PCM levels through investigating their psychological relations, this study contributed in theories to consumers' behavior in diversion and sport. Also, These findings introduced a point of view about ongoing participation in general sport that may be useful for specialist. Findings showed that there has been a positive relationship between psychological relation and behavioral

involvement. Sequential participation may cause high psychological relation level. Therefore, the specialists have to identify participants and group them into high and low sequential levels, and establish central marketing techniques to their participation level. Finally, in order to understand the reason for ongoing participation, the specialists must know what a consumer requires and wants and why consumers select to participate in sport to meet their needs and wants. The result of research made it obvious that there are a meaningful and positive relationship between motives of general sport participation and psychological relation, a significant and positive relation between behavioral involvement and psychological relation, and Finally a negative and meaningful relationship between barriers of general sport and psychological relation. In other words, motive increase causes the decrease in barriers of stronger psychological relation and so the behavioral involvement of general sport will be increase.

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