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**ASSESSING IMPACT OF TIME-FINANCIAL PERCEIVED RISK ON SPORT
CONSUMPTION INTENTIONS**

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ABSTRACT

One of the effective factors on sport consumer behavior is time- financial perceived risk. Therefore the purpose of this study is to study of relationship between time- financial perceived risk and behavioral intention of sport consumers (attendance, recommend to others, merchandise consumption, media consumption). The present study is descriptive-analytical and practical one, in which a researcher-made questionnaire with reliability coefficient of 0.87 was used. To determine the content validity comments of sport management professors were taken and for determining construct validity confirmatory factor analysis was used. Statistical population includes 4000 of Islamic Azad University of Saveh. With reference to Morgan table 359 questionnaires were gathered with random sampling. After data collecting, the relationship between perceived risk and behavioral intentions was defined and final diagram was designed by LISREL software. Result indicates that, For effecting of time- financial risk on attendance, T-Values is 0.03 and standardized solutions is 1.99, about recommend to others T-Values is 0.10 and standardized solutions is 0.98, about merchandise consumption T-Values is -0.04 and standardized solutions is -0.41, and about media consumption T-Values is 4.11 and standardized solutions is 1.19. So, time-financial perceived risk has meaningful impact on attendance and media intentions but has not got meaningful impact on recommend to others and merchandise consumption.

**Keywords: Sport Consumer Behavior, Time-Financial Perceived Risk, Behavioral
Intentions**

INTRODUCTION

Bad economic conditions has significantly influenced the behavior of sport consumers, including spectators, participants, and buyers of goods and service. Therefore, it is very important to study sport consumer behavior. Consumer behavior focuses on how and why customers choose to spend their money on buying goods and services. However, assessing consumption behavior is challenging, since it is difficult and costly to distribute questionnaires during purchase and consumption. Also based on the theory of planned behavior and the theory of reasoned action, behavioral intention is studied as the referent of actual behavior (Ajzen.,2005; Ajzen and Fishbein., 1980). These theories state that intention is the main predictor of behavior. Ajzen defines behavioral intention as an indication of an individual's readiness to perform a given behavior. Thus, behavioral intention can be studied as a determinant of future consumption (Eggert&Ulaga., 2002).

There are many factors that affect consumer behavior and their buying decisions. One of the most comprehensive models for describing consumer behavior is the consumer decision-making model. The inputs of this model are external factors such as marketing activities of organizations within the framework of marketing mix (4Ps)—i.e.

product, price, promotion, and place. Other inputs or the sociocultural environment include such factors as social class, culture, and subculture. Process components in this model are internal factors such as motivation, perception, learning, personality, and attitudes. Buying decision process involves three steps: (1) need recognition, (2) information search, and (3) evaluation of alternatives. These steps are followed by purchase decision and post-purchase behavior.

Consumer perception is an important internal factor that affects consumer decisions. This construct has three dimensions: perceived quality, perceived price, and perceived risk. The present research focuses on perceived risk as an important determinant of sport consumer behavior. Haddock (1993) defines perceived risk as an individual's subjective assessment of the real risk present at any time, which can be different for each product, service, or activity (Haddock.,1993). Researchers tend to focus on perceived risk instead of actual risk (Bauer.,1960), because people are generally more concerned with the results of a purchase, not the possible risks associated with it (Budescu& Wallstein.,1980). In fact, perceived risk can affect purchasing decisions even when there

is no actual risk (Reiche et al., 2007). Moreover, high actual risk cannot have any effect on purchasing decisions in the absence of perceived risk. Research has shown that people decide based on perceived risk rather than actual risk (Irvine & Anderson., 2006).

Any purchase necessarily involves some amount of risk. Perceived risk has different dimensions, including financial, physical, performance, social, time, and psychological. The amount of perceived risk can affect purchasing behavior. The effect of perceived risk on customer behavior, tourism, and recreation has been examined, but to our knowledge, little attention has been paid to its effect on sport consumers.

In the spectator sports industry, the main product is the sport event that, like any other service, is characterized by intangibility, heterogeneity, and perishability (Mullin et al., 2007; Shank ., 2005). Since the sport event is customer-based, it involves a higher level of perceived risk. In addition to the unique characteristics of sports and the distinctive behaviors of sport consumers, the study of perceived risk in the context of tourism and recreation is not applicable to the sports industry. In the sports industry, perceived risk acts as a barrier to attendance and other behavioral intentions in sport consumers which has not been fully

understood. Therefore, this research tries to study the effect of time- financial perceived risk on the behavioral intentions of sport customers (attendance, recommendation to others, team merchandise, and media consumption).

METHODOLOGY

The present research is descriptive-analytical. Two questionnaires developed by the researchers have been used for data collection. The first one examines time-financial perceived risk with 9 items, , and the second one examines the behavioral intentions of spectators with 4 subscales and 16 items (attendance intention with 4 items, recommendation to others with 4 items, merchandise purchase with 4 items, and media consumption with 4 items). Both questionnaires were rated on a 5-point Likert scale. The

population consisted of 4000 male students of Saveh Branch of Islamic Azad University (IAU). Based on Morgan's Table, 370 students were randomly selected as the sample. 359 students completed and returned the questionnaires. Face and content validity of the instruments was confirmed by the researchers and management experts after minor modifications. Structural equation modelling (SEM) was used in LISREL to analyze the data and examine the construct

validity of the model. SEM is based on confirmatory factor analysis (CFA) and path analysis (PA).

RESULTS

The descriptive data show that among the participants, 104 students are 18-22 years old (about 29%), 157 students were 21-23 years old (about 44%), 617 students were 25-26 years old (about 17%), and 37 students were older than 26 years (about 10%). Also 111 students were freshmen, 95 students were sophomores, 87 students were juniors, and 66 students were seniors. Furthermore, 66 students studied agriculture (about 18%), 99 students studied humanities majors (about 27%), 52 students studied fundamental sciences (about 14%), and 142 students studied engineering (about 39%).

Table 1 shows that concern about holding the events in working and important hours of days (mean=3.66, standard deviation=1.15), concern about too much time spent before and after the game because of overcrowding (mean=3.53, standard deviation= 1.30), and worry about ticket prices (mean=3.33, standard deviation= 1.16) have the first, second, and third ranks among other financial- time risks, respectively.

Table 2 shows that consumers tendency to watch their favorite team on TV (mean=3.64,

SD= 1.04 has the first rank among other factors of presence intention.

Table 3 shows that consumers tendency to talk about the positive things of watching games (mean= 3.43, standard deviation= 1.13) has the first rank among other factors of suggestion to others.

Table 4 shows that consumers' tendency to wear the dresses of their favorite team (mean= 2.88, standard deviation= 1.27) has the first rank among other factors of team goods' buy intention.

Table 5 indicates that consumers tendency to read the news of their favorite team on newspaper (mean=3.53, SD =0.95) and consumers tendency to watch their favorite team news on TV (mean=3.53, SD= 1.04) jointly have the first rank among other factors of media consumption intention.

Figures 1 and 2 show the impact of independent variable (time- financial risks) on dependent variables (behavioral intentions). The basis of assumptions approval or rejection (significance of relationships) is evaluation of model in the case of significant coefficients. The significance test values greater than 1.96 or less than -1.96 indicates the significance of relationship. The structural equation analysis results showed the impact of financial- time risks on presence intention, suggestion to others, team goods consumption

intention, and media consumption is 0.03 (significance level=1.99), 0.10 (significance level=0.98), -0.04(significance level=-0.41), and 4.11 (significance level=1.19), respectively. Therefore, the financial-time risks impact on presence intention, media consumption tendency, and offer to others and buying team’s goods is significant and negative, significant and positive, and insignificant, respectively.

The results of SEM (Figure) show that the relationship between financial/time risk, attendance intention($r = 0.03$ at the -1.99 significance level), and media consumption ($r = -1.19$ at the 1.19 significance level) statistically significant. In other words, financial/time risk has a significant negative effect on attendance intention and a significant positive effect on media consumption.

Table 1: The mean and standard deviation of financial- time risks questionnaire’s items

No.	Financial- time risks	Frequency					Index	Mean	Standard deviation
		Totally agree	Agree	Neutral	Disagree	Totally disagree			
1	I am concerned about the ticket price.	56	119	112	35	37	F.Trisk1	3.33	1.16
2	My monthly income is not sufficient for continued presence in the tournament.	52	144	62	56	45	F.Trisk2	3.28	1.24
3	I worry that the benefits of presence do not justify all the consumed costs (transportation, accommodation, food, etc.).	40	136	108	44	31	F.Trisk3	3.30	1.09
4	I prefer to spend less than 90 minutes watching other sport fields.	66	57	80	86	70	F.Trisk4	2.89	1.38
5	I worry about too much time spent before and after the game because of overcrowding.	93	131	53	39	43	F.Trisk5	3.53	1.30
6	I think presence in sports fields is a waste of time.	42	39	55	89	134	F.Trisk6	2.34	1.37
7	The direct broadcasting of matches can be replaced presence in the stadium.	57	118	85	65	34	F.Trisk7	3.27	1.20
8	I prefer to spend time to involve in other leisure activities (such as going to the movies, reading, sports, etc.).	69	79	117	67	27	F.Trisk8	3.26	1.22
9	Holding the events in working and important hours of days is a major problem for me.	91	140	68	36	24	F.Trisk9	3.66	1.15

Table 2: The mean and standard deviation of presence intention questionnaire’s items

Standard deviation	Mean	Index	Frequency					Presence intention	No.
			Totally disagree	Disagree	Neutral	Agree	Totally agree		
1.14	3.56	ATT.int1	27	33	82	141	74	I would like to watch my favorite team match at the stadium.	1
1.04	3.64	ATT.int2	12	36	102	128	81	I would like to watch my favorite team competition in TV.	2
1.13	2.94	ATT.int3	47	76	113	97	26	I would like to watch my favorite team competition summary in TV.	3
1.19	3.02	ATT.int4	51	61	109	103	35	I'm willing to follow only my favorite team news.	4

Table 3: The mean and standard deviation of suggestion to others questionnaire's items

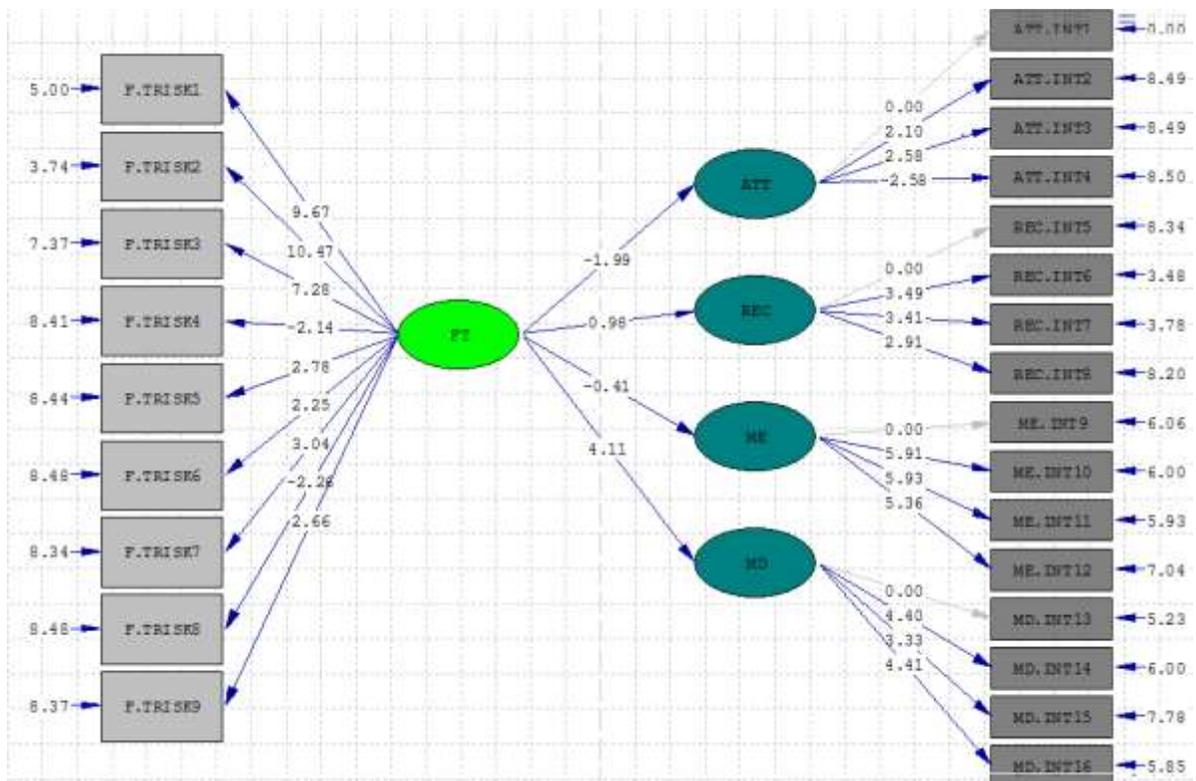
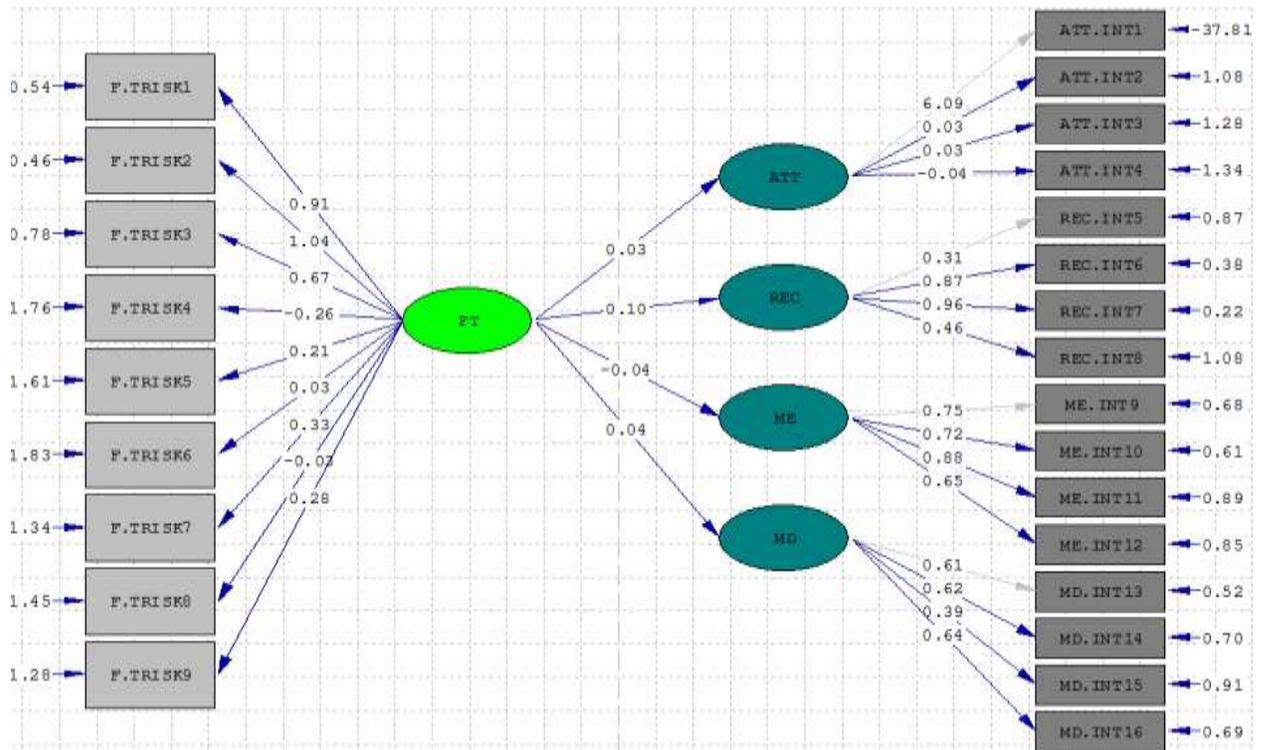
Standard deviation	Mean	Index	Frequency					Suggestion to others	No.
			Totally disagree	Disagree	Neutral	Agree	Totally agree		
0.98	3.03	REC.int5	30	57	167	82	23	I just talk about participation in football games with others.	1
1.05	3.23	REC.int6	22	62	122	115	38	I recommend participation in football matches to others.	2
1.07	3.16	REC.int7	32	57	120	121	29	I encourage my friends and relatives to participate and watch football matches.	3
1/13	3/43	REC.int8	29	38	101	131	60	I say positive things about watching football games.	4

Table 4: The mean and standard deviation of goods purchase questionnaire's items

Standard deviation	Mean	Index	Frequency					Goods purchase	No.
			Totally disagree	Disagree	Neutral	Agree	Totally agree		
1.11	2.64	ME.int9	74	80	112	85	8	I'll buy some goods related to the team.	1
1.07	2.37	ME.int10	95	93	126	33	12	I will gather all the goods related to the team.	2
1.27	2.88	ME.int11	75	51	110	85	38	I will participate in the contest while I wear clothes of the team.	3
1.12	2.46	ME.int12	96	80	107	71	5	When I do not participate in the contest, I will also wear the clothes of the team.	4

Table 5: The mean and standard deviation of media consumption questionnaire's items

Standard deviation	Mean	Index	Frequency					Media consumption	No.
			Totally disagree	Disagree	Neutral	Agree	Totally agree		
0.95	3.53	MD.int13	14	28	117	151	49	I'm going to read the news of my favorite team in the newspapers.	1
1.04	3.53	MD.int14	21	32	97	153	56	I'm going to watch the news of my favorite team on TV.	2
1.03	3.15	MD.int15	23	57	157	84	38	I'm going to hear the news of my favorite team on the radio.	3
1.04	3.40	MD.int16	25	25	129	137	43	I'm going to search for my favorite team news on the Internet.	4



DISCUSSION AND CONCLUSION

Soderlund (2006) argues that along with repurchase intentions, verbal advertisement (or recommendation to others) is an important factor in examining consumer behaviors (Soderlund.,2006). Recommendation to others is the degree to which a customer recommends a product or service that they have previously used to potential customers (Zeithaml., 2006). Considering the present findings and consistent with the findings of James and Trail (2008) and Murray and Howat (2002), recommendation to others has no special place in consumer behaviors and perceived financial/time risk does not significantly affect these behaviors, because there are many consumers that sense financial/time risk but still support their favorite team, talk about it constantly, and recommend its games to others (Trail.,2008 and Murray and Howat .,2002).

Fans purchase and use team merchandise as a means to increase their self-confidence, because this way they show their association with a sport identity (Kwon et al., 2004; Cialdini et al.,1976) showed that fans of collegiate sports tend to support their favorite team by buying the team's merchandise (Cialdini et al., 1976).

Also Hong and Yi (2012) studied the effect of perceived risk on customer online purchase

decisions and found that perceived risk is an important factor that negatively affects purchase decisions. This study showed that financial risks is the most important risk in all the stages of online shopping process Hong and Yi., 2012). (Khedmatgozar et al.,2010) showed that time risk is the most important factor that decreases customers' willingness to accept internet banking in Iran. Also Mullah-Hosseini and Jabarzadeh (2011) examined the effect of risk, value, and price awareness on people's tendency to purchase grey market goods and showed that perceived financial risk has a significant negative effect on consumers' attitudes (Mullah-Hosseini and Jabarzadeh., 2011)

The present findings show that the effect size of financial/time risks on consumption intentions is -0.04 at the -0.41 significance level. Thus, contrary to the above studies and any other study that has focused on non-sports goods, we found that financial/time risks had no significant effect on purchasing team merchandise. By reflecting on the items of the questionnaire and comparing them to those of other studies, we find that buying and collecting a team's goods is a sign of fans' loyalty to the team. Sometimes fans are even willing to spend several times the price of a normal jersey to buy the jersey of their favorite players, and a player's jersey is at

times put on auction. Therefore, even if sport consumers perceive the risks of spending much time at an auction or paying a lot of money, they do not consider it an actual risk. However, when buying daily goods and necessities, consumers immediately look for alternatives when they perceived a financial or time risk. Therefore, financial/time risk has no significant effect on purchasing team merchandise.

The present findings showed that financial/time risks have a significant negative effect on attendance intention. This is consistent with the results of Cunningham and Kwon (2003) who examined consumers' intentions to attend collegiate hockey games and noted the importance of perceived risk in collegiate sport attendance (Forsythe & Shi, 2003) Also Forsythe and Shi (2003) found that financial and time loss risks had the greatest effect on online purchase decisions (Murray & Schlacter.,1990). The more the risk perceived by the spectators, the less will be their willingness to attend sport events, and they may search for alternative consumption behaviors such as watching the games from the television or following the game news through television, radio, or internet sources. Thus, financial/time risk has a significant negative effect on attendance intention and media consumption.

Based on the present findings, time loss is one of the most important risks perceived by customers, and this risk is more predominantly felt in Iran. This can be due to the lack of appropriate transportation system, ineffective ticket sale systems, and lack of proper strategies for controlling traffic inside and outside stadiums.

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