



**AN EXAMINATION OF THE EFFECTS OF MOTIVATION ON PURCHASE
BEHAVIOR OF SPORT CONSUMER: A STRICTIRAL MODEL FOR PREMIER
LEAGUE VOLLEYBALL**

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ABSTRACT

The aim of this study was to determine the effect of motivation on purchase behavior of professional Volleyball premier league's spectators. To achieve the objectives of this study, we used two questionnaires including of Mahony et al (2002) motivation questionnaire and Kim Purchase behavior questionnaire which they were revised by the researcher. Individual features questionnaires were made according to research objectives. In order for Sampling in spectators range, the spectators who went to watch volleyball leagues, they were selected as a random sample. The gathering data were analyzed by structural equation modeling me the Smart PLS software and SPSS. The result showed that motivation have a 0/78 ratio on spectators purchase behavior. The presented model in this study confirmed the motivation direct effects on spectators purchase behavior. According to research results, we recommend managers and club officials to attract more spectators and obtain more benefits of their presence by paying attention to spectators.

Keywords: spectators, motivation, Purchase behavior, sport marketing.

INTRODUCTION

In global level, sport business is out standing at present, it is devoted almost 410 billion dollars which volleyball's

spectators constitute the highest ratio of in come in this industry [1]. Hansen and Gauthier [2] say that increasing the numbers of spectators in develop of

professional sport is the most important factor. Spectators by buying the tickets directly make money to sports' club and professional league, they indirectly financial supporters and by television broadcasting right and side services also the presence of spectators in the game will cause making money and they will help buying the tickets and special places and by the other sources of sponsorship, buying foods and drinks, advertisement and media rights, they will help to make money [3]. Different factors effect on amounts and the quality of spectators attendance in sport events which can refer to attractive ness of the game, economic factors, to stadium, the value of sport in society, spectators identity and motivational factors [4]. They go to the stadium to watch the game but in fact, there is various motivations about their attendance. According to existing definitions, motivation is a dynamic between behavior and necessity. Motivation cause the movement and prowl in the human by making pressure and prowl and persuade him to select the purposeful behavior to achieve the special result [5]. Thus sport marketers have to consider the sport consumers behavior carefully and analyze them. Sport's consumer behavior carefully and analyze them. Sport's consumer behavior includes

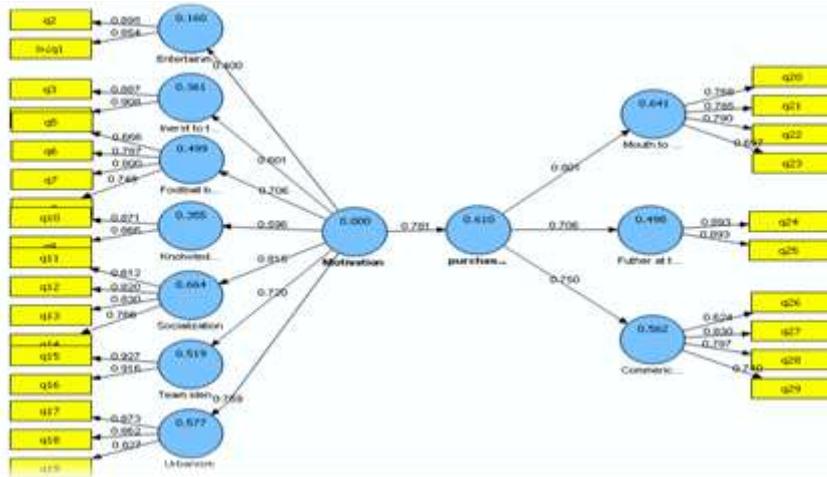
different social and mental process. Which will occur before and after the related activity to purchase and consumption of products and sport service and/ or attendance and partnership in sport events [6]. Purchase behavior is one of the most important domains of studying the consumer behavior [7]. Sport's purchase making decision process is process which directs the sport's purchaser to make decision about what to buy. It is obvious that beyond of every sport's purchase action; there is a hidden making decision process that it is necessary to consider [8]. Cultural features, social, personality and mental characteristic strongly influence the consumers purchase, however, most of this factors are out of the market's control [9]. Various factors such as service quality, customers satisfactory, marketing, advertisement, effective factors on the attendance can effect on the costumer's purchase. Nile and funk [3] studied and found out that socialization, entertainment and deputy ship victory associate with fan's tendency to their re attendance and interesting to player and play in the same level had a converse relation with their tendency to attendance. Won and Kitamura [10] studies the effective motivational factors on the sport. Spectators purchase behavior and they recognized the deputyship victory and

entertainment ad the strongest predictor to their attendance. Also their result's study showed that in japan league, deputyship victory and entertainment are the strongest factors and social in traction and interesting to game recognized as the powerless factors which in Korea league, identity and elusion and in japan league, team identity and interesting to player recognized as the strongest foresighted to purchase commercial goods. Andrew et al [11] studied the relationship between motivations and media purchase and commercial purchase in martial Arts. And found out that male commercial purchase influence experience motivations, crownless, performance, deputyship victory and the knowledge of information. In contrast, female commercial purchase praise and applause motivation and inner and outer drive on port purchase. Funk et al [12] Explained the indecency and control to regulate the fan's behavior and concluded that sport consumer pattern shows more than 60 percent of attendance variance in games, media utility, wearing the clothes related to team and purchase the goods related to team also GhasemiRashkSofla[13] recognized the restrictions for spectators to attend on football stadiums his family ,hisfavorite football team ,going lonely,Marko Sarstedt et.al. The importance of potentials

opportunity to sell the products and service in stadiums, media substitution threat and other entertainment instead of attendance in sport event, to achieve the benefit of mouth to mouth advertisement by satisfying the customer's needing and short age of research in country and emphasis of foreign research on purchase behavior variables motivate the researchers to deal with motivation pattern and superior league spectators purchase behavior if the above effects confirm, we can influence the spectator's purchase. Persepolis team is one of the team which have the highest fans and spectators in Iran and we use Persepolis team in this survey. This survey wants to answer the following questions: Which motivational factors effect on the spectators purchase? How much importance do they have? Which factors should be changed to provide the necessary conditions?

MATERIALS AND METHODS

In order for studying the spectator's motivation effect on their purchase behavior, by using the structural equations modeling method between premier league volleyball , we investigated the effect of and foresighted variables on criteria variableeffect of observed variables on the hidden variables wasstudied.So analytical – descriptive research was used.premier league volleyball was the statically society



of this survey which it is selected because of inaccessibility to related based to obtain information. Morgan and Kokran sampling method was used to define the sample volume for this indefinite society. Therefore, the total numbers of 370 individual samples. Was viewed research measurement tools included individual information question naris Mahony et al fans motivation, Kim purchase behavior [14]. Stoical method included of analyzing the information in descriptive and deduction level. It is used the SPSS software, version 21 and smart PLS.

Results and findings of the research:

In accordance with figure 2 which is the final output of PLS software, all of the

questions agent products are more than 40 percent so the emission of none of them is not necessary. It is necessary to mention that before the software final output, first model will be measured and the questions of deviation component and attendance substitution selection were eliminated because of the lack of agent product minimum standard. Therefore it is refused to use this refused to use this component in the final model.

Figure 1 - Model coefficients plotted standardized loadings

According to Under figure, all of the meaningful coefficients Z are more than 1/96 which this shows the meaningful of all the questions and relationship between variable with % 95 assurance levels.

measure his investigation's hypotheses

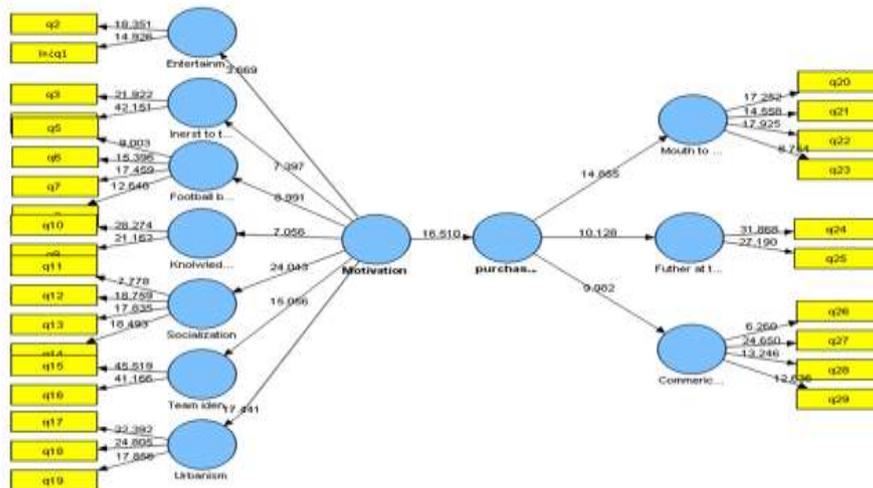


Figure 2 - Model depicted in significant Q2 Criterion:Q2 quantities related to factors, exception of purchase behavior factor and entertainment, are more than 0/35 which imply the strong structural model fitting.

Table 1. The results obtained from divergent information

Total	1-sse/sso	and meaningful	Total	1-sse/sso
Interest to team	0/412	Commercial purchase	0/374	
Purchase behavior	0/206	output	0/423	
Socialization	0/394	Entertainment	0/181	
Knowledge to volleyball	0/362	Most the route between	0/367	
Team identity	0/454	Volleyball beauty	0/366	
Further attendance	0/394	and purchase behavior.		

General model fitting (Gof):In studying the general model fitting which controls the measuring and structural model, GOF criterion quantity is 0/582 which according to 0/01, 0/25,0/36 quality as a poor, medium and strong quantities, shows the 0/582 GOF strong general fitting. After studying the measurements model fitting, structural and general model, in agreement with data analysis algorithm in PLS method, researcher can explore and

and obtain the findings. Studying the criterion standardized coefficients related to hypothesize:Z meaningful coefficients show the route between two hidden motivation variable and purchase behavior that motivation effecton the purchase behavior is positive

and meaningful. Therefore, by using the output of Figure 2, standardized coefficient is the route between motivation variable and purchase behavior.

CONCLUSION

The aim of this survey was to study the motivation effect on Iran volleyball professional league spectators purchase behavior.the result obtained from structural equation modeling showed that spectators purchase behavior is explanational.And there is a positive and meaningful relationship between motivation components with spectators purchase behavior. According to present

survey's findings, motivation variable define about 78 percent of sectors purchase behaviors changes. This result is accordance with Hsieh survey which recognized the effective factors on purchase behavior as a spectators motivations five group, effective social factors, spectators identify, ticket pricing and convenience and attendance substitutions. We can say that in sport purchase process, motivation is an important factor in making decision which influences the purchase behavior. Structural equations model results showed that motivation spectators effects on mouth to mouth advertisement.

This finding is in accordance with Armstrong survey result. We have to point out that mouth to mouth advertisement as one of the purchase behavior refer to a behavior in which consumer to transport. The experience, estimation and goods recommendation or service with other consumers, makes an informal association. This association is the most important factor in making decision about purchase and it is stronger than other advertisement methods. Also spectators obtain suitable, experiences by watching exciting and attractive games and they have tendency to share this experiences with their friends it is also obvious that mouth to mouth advertisement has the

highest effect on purchase behavior. So it is pointed out that oral advertisement changed to powerful advertising tool and the important informal source and effective origin on consumer behavior and attitudes so that Kim et al [14] found that 50 percent of spectators is attending in the stadium for the first time.

Structural equations model result showed that spectators motivation influence their further attendances. This result is in accordance with Mahoney research's results and Swanson et al, Nile and Funk [3] that there is a positive and meaningful relation between spectator's motivation and their further attendance.

The tendency for further attendance in stadium and watching volleyball matches in future is one of the spectator purchase behaviors that sport managers try to increase spectators and maintain the customers because attracting the new customer needs five times prices. There is probability that these findings are affected by demographic factors. Single individuals devoted the highest ratio related to troubles and individuals in age category 18-25 years old were the highest percentage of people who attended in stadium so we can conclude that the lack of useful and healthy entertainments make the young people to have more tendencies about further attendance. Structural

equation model result showed that spectators motivation effects on their commercial purchase which is in agreement with won and Kitamura research's results, Andrew et al [11], funk et al [12] that they supposed spectators motivation more effective on commercial purchase. This results shows that significantly spectators are interested in purchase DA brand sport's goods such as t. shirt, flag, cap ,.... in stadium. Based on result, spectator's motivation wasn't effective on attendance substitution selection. This result isn't in accordance with funk's et al results [12] and GhasemiRashkSofla [13] Perhaps, broadcasting sport free matches is one of the reasons which makes difference with demographic features.

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