



A Research on The Intention of Sports Management Students for Purchasing Sports Goods Online

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ABSTRACT

This study aimed to determine the intention of sports management students for Purchasing Sports Goods online. In our research, 163 students who were actively studying in the Sports Management Department of Aydın Adnan Menderes University in the 2022-2023 academic year participated voluntarily. In our research, the demographic information form created by the researchers and the "Intention Scale for Purchasing Sports Goods Online" developed by Chiu et al. (2018), the Turkish validity and reliability of which was conducted by Aydın and Gümüşboğa (2022), were used as data collection tools. SPSS package programme was used in data analysis. Moreover, statistical frequency analysis, reliability coefficient calculations, Mann Witney U test, and Kruskal Wallis H tests were performed regarding the 95% confidence interval. In the results of our research, the attitude sub-dimension of the participants' intention scale for purchasing sports goods online was at a medium level ($\bar{x}= 2,85$), the subjective norm dimension was at a medium level ($\bar{x}= 2,81$), and the Perceived Behavioral Control dimension was at a low level ($\bar{x}= 2, 55$), Positive anticipated emotion dimension was at a moderate level ($\bar{x}= 2,67$), Negative anticipated emotion dimension was at a very low level ($\bar{x}= 1,55$), desire dimension was at a moderate level ($\bar{x}= 2,73$), and behavioural intention dimension was at a low level ($\bar{x}= 2,44$). As a result; According to the results of the analysis between the sports equipment usage frequency of the participants and the intention for purchase sports goods online, it was determined that there was a statistically significant difference in the attitude sub-dimension, ,positive anticipated emotion sub-dimension and negative anticipated emotion sub-dimensions. According to the results of the analysis between the participants' daily internet usage duration variable and the intention for purchasing sports goods online, it was determined that there was a statistically significant difference only in the negative anticipated emotion sub-dimension. According to the results of the analysis between the participants' Online Shopping Sites Membership status and the Intention for Purchasing Sports Goods Online, it was concluded that there was a statistically significant difference in favor of the participants who were members of online shopping sites in the dimensions of attitude, subjective norm, positive anticipated emotion and desire.

Keywords: *Sport Management, Student, Internet, Sports Goods, Purchase Intention*

INTRODUCTION

When the literature studies are examined, an increase has been seen in the use of the internet in the field of sports and this increase is reflected in the purchase of sports goods online. The development of technology with the modernising world life and the fact that the internet has an important place in human life has shown its effect in many sectors other than the sports field. It is included in the literature research that many manufacturing companies have recently planned their marketing approach on the Internet with the active integration of the Internet into human life. In the field of sports, it has been observed that the most purchased sports product is in the football sector. It is known that many sports clubs, sports companies and organisations selling sports products communicate with individuals over the Internet based on the understanding of market dominance (Beech, et al., 2000).

Nowadays, besides the fact that sport has an important place in human life, technological developments and the internet's indispensable have increased the speed of purchasing sports goods online (Kolah, 2005). It is included in the literature studies that sports products are generally purchased by individuals coming from sports (Hinckley, 2004). The satisfaction of sports fans with licensed sports products has attracted the attention of individuals in sports management. With this situation, different ways have been followed in the marketing of licensed sports product sales in sports fields, and it has been observed that the increase in sales rates in the most successful marketing is over the Internet (Hopwood, 2010).

The biggest factor in the change of sports product sales methods worldwide is that consumer behavior remains under many variables. It has been observed that individuals in sports management have made many initiatives in sports marketing to increase the financial values of the organisation within the organisation they are in. Besides, literature studies showed that many sports product brands use the Internet in marketing. The development of technology and the active use of the internet in human life, changing economic situations, psychological states of individuals, saving time in product

purchasing, and instant communication opportunities with product marketers have caused individuals to purchase sports products on the internet through the internet (Archer and Yuan, 2000).

In the literature studies, it has been observed that in addition to the sports management area, many sports product marketing approaches are provided over the Internet. Moreover, it has been observed that the most important factors in the purchase of sports goods are caused by the desire, special situations, psychological and sociological factors, and positive and negative behaviors in the psychological direction (Haubl and Muraay, 2003; Okazaki, 2004; Linnhoff and Taken Smith, 2017, Luna et al., 2002; Chen et al., 2019; Alalwan et al., 2018; Parganas et al., 2015; Wang et al., 2012; Royle and Laing 2014). Considering this situation, it is thought that there are almost no studies in the literature on the purchasing sports goods online by sports management students, which are important marketing breakthroughs of the management in the field of sports marketing, and that this gap will be completed with our research and that our study will set an example for similar studies in the literature.

METHOD

This study was conducted to determine the intention of sport management students for purchasing sports goods online. In the method section of the study, information about the research model, population and sample size, data collection process and data analysis were given.

Research Model

This research was conducted using the descriptive screening model. This model allows the data to be organised according to the themes revealed by the research questions and presented by considering the questions or dimensions used in the interview (Yıldırım and Şimşek 2005).

Study Group

In our research, 163 individuals who were actively continuing their education in the Sports Management Department of Aydın Adnan

Menderes University in the 2022-2023 academic year voluntarily constitute the study group of the research.

Data Collection Method

In our research, the data were delivered to the participants via Google form and 163 participants were reached based on voluntary participation in the research.

Data Collection Tools

In our study, the demographic information form created by the researchers and the Intention for Purchasing Sports Goods Online Scale developed by Chiu et al. (2018) and the Turkish validity and reliability of which was conducted by Aydın and Gümüşboğa (2022) were used.

Demographic Information Form

In our research, to determine the demographic characteristics of the participants by the researchers; gender, age, educational status, monthly income status, sports participation, sports equipment usage frequency, which brand of sports product is preferred, the most preferred product among sports products, daily internet usage, membership status of online shopping sites.

The Intention Scale for Purchasing Sports Goods Online

To determine the participants' intention to purchase sports goods online, the Intention Scale for Purchasing Sports Goods Online developed by Chiu et al. (2018) and the Turkish validity and reliability of which was conducted by Aydın and Gümüşboğa (2022) was used. The scale consisted of 26 items and 7 sub-dimensions. The sub-dimensions of the scale dimensions were attitude (4 items), subjective norm (4 items), perceived behavioral control (4 items), Positive Anticipated Emotion (4 items), Negative Anticipated Emotion (3 items), desire (3 items) and behavioral intention (4 items). The scale had a 5-point Likert-type rating between "(1) Strongly Disagree - (5) Strongly Agree". When the Cronbach Alpha coefficients of the scale were examined, it was determined that the reliability coefficients ranged between 0.80-0.90. In our study, Cronbach Alpha results were presented in Table 3.

Statistical Analysis

SPSS 25.0 package programme was used to analyse the data. Statistically, frequency analysis, reliability coefficient calculations, Mann Witney U test, and Kruskal Wallis H tests were performed. The analyses were performed according to a 95% confidence interval.

TABLE 1: Demographic Variables

Variables		f	%
Age	26 and younger	81	49,7
	27-30	55	33,7
	30 and older	27	16,6
Gender	Female	109	66,9
	Male	54	33,1
Educational status	Licence	80	49,1
	Master's Degree	55	33,7
	PhD	28	17,2
Monthly income status	3000 TL and below	40	24,5
	3001-5500 TL	14	8,6
	5501-7000 TL	19	11,7
	7501-1000 TL	15	9,2
	10001-12500 TL	27	16,6
	12501 TL +	48	29,4
Are you doing sports?	Yes	107	65,6
	No	56	34,4
	Daily	47	28,8

How often do you use sports equipment?	Weekly	59	36,2
	Mounthly	18	11,0
	Annually	39	23,9
Which brand of sports goods do you prefer?	Adidas	44	27,0
	Nike	54	33,1
	Puma	18	11,0
	Other	47	28,8
What is your most preferred sports product?	Tracksuit	46	28,2
	Sport shoes	117	71,8
How long is your daily Internet usage?	3-4 Hours	44	27,0
	5-6 Hours	51	31,3
	7 hours and more	68	41,7
Are you a member of an online shopping site?	Yes	134	82,2
	No	29	17,8
Total		163	100,0

According to Table 1, the majority of the participants were 26 years old and younger (49.7%), while female participants were the majority in the gender variable (66.9%). When the educational status was taken into consideration, licence graduates were (49,1%), and individuals with an income of 3000 TL and below were in the majority in the income status variable. Participants who participates in sports

were (65.6%), participants who use sports equipment weekly were (36.2%), and Nike groups constituted the majority in sports product preference (33.1%). Sports shoes in the most preferred goods variable in sports products (71.8%), 7 hours or more in daily internet usage (41.7%), and the majority of participants were found to answer yes to being a member of online shopping sites (82.8%).

TABLE 2: Normality Analysis Results of the Intention Scale for Purchasing Sports Goods Online

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Attitude	,125	163	,000	,949	163	,000
Subjective Norm	,116	163	,000	,966	163	,001
Perceived Behavior Control	,169	163	,000	,893	163	,000
Positive Anticipated Emotion	,111	163	,000	,955	163	,000
Negative Anticipated Emotion	,317	163	,000	,720	163	,000
Desire	,113	163	,000	,947	163	,000
Behavioral Intention	,283	163	,000	,790	163	,000

As a result of the normality test applied to the data set in Table 2, it was concluded that the p value was less than 0.05. According to this result,

it was decided to use nonparametric analyses in the analysis of the data.

TABLE 3: Reliability Analysis Results of the Intention Scale for Purchasing Sport Goods Online

Dimensions	Cronbach alpha
Attitude	,871
Subjective Norm	,772
Perceived Behavior Control	,633
Positive Anticipated Emotion	,894
Negative Anticipated Emotion	,941
Desire	,897

Behavioral Intention	,800
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As a result of the normality analysis applied to the scale dimensions in Table 3, it can be seen that the perceived behavior control dimension had acceptable reliability and all other dimensions had high reliability.

TABLE 4: Descriptive Values Related to Scales

Variables	Minimum	Maximum	\bar{x}	Ss
Attitude	1,00	4,00	2,85	,79
Subjective Norm	1,00	4,00	2,81	,72
Perceived Behavior Control	1,00	4,00	2,55	,56
Positive Anticipated Emotion	1,00	4,00	2,67	,83
Negative Anticipated Emotion	1,00	4,00	1,55	,81
Desire	1,00	4,00	2,73	,80
Behavioral Intention	1,00	4,00	2,44	,63

* Very Low (1.00-1.80), Low (1.81-2.60), Medium (2.61-3.40), High (3.41-4.20), Very High (4.21-5.00).

Table 4 presented that the attitude dimension of the participants' Intention for Purchasing Sport Goods Online was at a medium level (\bar{x} = 2,85), the subjective norm dimension was at a medium level (\bar{x} = 2,81), the Perceived Behavioral Control dimension was at a low level (\bar{x} = 2, 55). Moreover, Positive Anticipated Emotion dimension was at medium level (\bar{x} = 2,67), Negative Anticipated Emotion dimension was at very low level (\bar{x} = 1,55), desire dimension was at medium level (\bar{x} = 2,73), and behavioral intention dimension is at low level (\bar{x} = 2,44).

TABLE 5: Kruskal Wallis H Test Results of Participants' Intention for Purchasing Sport Goods Online According to Age Variable

Scale and sub-dimensions	Age	N	Mean Rank	Chi-square Value	df	p
Attitude	26 and younger	81	84,09	4,318	2	,115
	27-30	55	87,17			
	30 and older	27	65,19			
Subjective Norm	26 and younger	81	81,78	1,558	2	,459
	27-30	55	86,74			
	30 and older	27	73,00			
Perceived Behavior Control	26 and younger	81	77,32	1,665	2	,435
	27-30	55	87,17			
	30 and older	27	85,50			
Positive Anticipated Emotion	26 and younger	81	83,07	1,601	2	,449
	27-30	55	85,41			
	30 and older	27	71,85			
Negative Anticipated Emotion	26 and younger	81	78,10	1,772	2	,412
	27-30	55	88,01			
	30 and older	27	81,44			
Desire	26 and younger	81	78,66	1,734	2	,420

	27-30	55	88,74			
	30 and older	27	78,30			
Behavioral Intention	26 and younger	81	78,65	1,006	2	,605
	27-30	55	84,44			
	30 and older	27	87,09			

p<0,05*

When Table 5 was examined, no statistically significant difference was detected in any dimension according to the results of the Kruskal Wallis H Test between the age variable of the participants and the intention for purchasing sports goods online (p>0.05).

TABLE 6: Man Witney U Test Results of the Participants' Intention for Purchasing Sport Goods Online According to Gender Variable

Scale and sub-dimensions	Gender	N	Mean rank	Total Rank	U Value	z	p
Attitude	Female	109	82,62	9005,50	2875,500	-,240	,810
	Male	54	80,75	4360,50			
Subjective Norm	Female	109	76,43	8330,50	2335,500	-2,156	,031
	Male	54	93,25	5035,50			
Perceived Behavior Control	Female	109	84,27	9185,00	2696,000	-,887	,375
	Male	54	77,43	4181,00			
Positive Anticipated Emotion	Female	109	81,36	8868,50	2873,500	-,247	,805
	Male	54	83,29	4497,50			
Negative Anticipated Emotion	Female	109	80,52	8776,50	2781,500	-,630	,529
	Male	54	84,99	4589,50			
Desire	Female	109	82,51	8993,50	2887,500	-,198	,843
	Male	54	80,97	4372,50			
Behavioral Intention	Female	109	85,33	9301,50	2579,500	-1,379	,168
	Male	54	75,27	4064,50			

p<0,05*

When table 6 was examined, no statistically significant difference was detected in any dimension according to the results of the Man Witney U Test between the gender variable of the participants and their intention for purchasing sport goods online (p>0.05).

TABLE 7: Kruskal Wallis H Test Results of the Participants' Intention for Purchasing Sports Goods Online According to Educational Status Variable

Scale and Sub-dimensions	Educational Status	N	Mean Rank	Chi-square Value	df	p
Attitude	Licence	80	84,32	4,469	2	,107
	Master's Degree	55	87,17			
	PhD	28	65,21			
Subjective Norm	Licence	80	82,10	1,733	2	,420
	Master's Degree	55	86,74			

	PhD	28	72,41			
Perceived Behavior Control	Licence	80	77,98	1,310	2	,520
	Master's Degree	55	87,17			
	PhD	28	83,32			
Positive Anticipated Emotion	Licence	80	82,80	1,344	2	,511
	Master's Degree	55	85,41			
	PhD	28	73,02			
Negative Anticipated Emotion	Licence	80	77,37	2,066	2	,356
	Master's Degree	55	88,01			
	PhD	28	83,43			
Desire	Licence	80	79,60	1,883	2	,390
	Master's Degree	55	88,74			
	PhD	28	75,63			
Behavioral Intention	Licence	80	79,61	,469	2	,791
	Master's Degree	55	84,44			
	PhD	28	84,05			

p<0,05*

When Table 7 was examined, no statistically significant difference was detected in any dimension according to the results of the Kruskal Wallis H Test between the participants' educational status variable and the intention for purchasing sports goods online (p>0.05).

TABLE 8: Kruskal Wallis H Test Results of Participants' Intention for Purchasing Sports Goods Online According to Monthly Income Status Variable

Scale and sub-dimensions	Income Status	N	Mean Rank	Chi-square Value	df	p
Attitude	3000 TL and below	40	82,58	2,668	5	,751
	3001-5500 TL	14	91,50			
	5501-7000 TL	19	72,50			
	7501-1000 TL	15	93,83			
	10001-12500 TL	27	76,72			
	12501 TL +	48	81,78			
Subjective Norm	3000 TL and below	40	79,54	3,669	5	,598
	3001-5500 TL	14	72,79			
	5501-7000 TL	19	69,13			
	7501-1000 TL	15	93,77			
	10001-12500 TL	27	83,52			
	12501 TL +	48	87,30			
Perceived Behavior Control	3000 TL and below	40	89,30	2,036	5	,844
	3001-5500 TL	14	84,00			
	5501-7000 TL	19	75,32			
	7501-1000 TL	15	73,83			
	10001-12500 TL	27	78,54			
	12501 TL +	48	82,48			
	3000 TL and below	40	83,15	7,281	5	,201

Positive Anticipated Emotion	3001-5500 TL	14	72,07	2,323	5	,803
	5501-7000 TL	19	58,47			
	7501-1000 TL	15	94,23			
	10001-12500 TL	27	88,17			
	12501 TL +	48	85,96			
Negative Anticipated Emotion	3000 TL and below	40	74,90	6,157	5	,291
	3001-5500 TL	14	76,07			
	5501-7000 TL	19	88,66			
	7501-1000 TL	15	84,70			
	10001-12500 TL	27	87,02			
Desire	12501 TL +	48	83,34	3,787	5	,580
	3000 TL and below	40	85,38			
	3001-5500 TL	14	94,96			
	5501-7000 TL	19	73,95			
	7501-1000 TL	15	102,50			
Behavioral Intention	10001-12500 TL	27	74,30	92,71	78,32	84,32
	12501 TL +	48	76,52			
	3001-5500 TL	14	78,32			
	5501-7000 TL	19	84,32			
	7501-1000 TL	15	81,60			
Behavioral Intention	10001-12500 TL	27	74,85	77,38		
	12501 TL +	48	77,38			

p<0,05*

When table 8 was examined, no statistically significant difference was detected in any dimension according to the results of the Kruskal

Wallis H Test between the participants' income status variable and their intention for purchasing sports goods online (p>0.05).

TABLE 9: Man Witney U Test Results of the Participants' Intention for Purchasing Sports Goods Online According to the Variable of Participants' Sports Participation Status

Scale and sub-dimensions	Sport participation	N	Mean Rank	Total Rank	U Value	z	p
Attitude	Yes	107	85,36	9133,50	2636,500	-1,267	,205
	No	56	75,58	4232,50			
Subjective Norm	Yes	107	81,61	8732,50	2954,500	-,146	,884
	No	56	82,74	4633,50			
Perceived Behavior Control	Yes	107	81,39	8709,00	2931,000	-,231	,817
	No	56	83,16	4657,00			
Positive Anticipated Emotion	Yes	107	81,28	8697,00	2919,000	-,271	,786
	No	56	83,38	4669,00			
Negative Anticipated Emotion	Yes	107	84,74	9067,00	2703,000	-1,133	,257
	No	56	76,77	4299,00			
Desire	Yes	107	84,61	9053,50	2716,500	-,989	,323
	No	56	77,01	4312,50			
Behavioral Intention	Yes	107	80,12	8573,00	2795,000	-,756	,450

	No	56	85,59	4793,00			
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p<0,05*

When table 9 was examined, no statistically significant difference was detected in any dimension according to the results of the Man Whitney U Test between the participants' sports participation status variable and their intention for purchasing sports goods online (p>0.05).

TABLE 10: Kruskal Wallis H Test Results of the Participants' Intention for Purchasing Sport Goods Online According to Sports Equipment Usage Frequency Variable

Scale and sub-dimensions	Frequency	N	Mean Rank	Chi-square Value	df	p	Difference
Attitude	1Daily	47	77,53	12,980	3	,005*	2>3,4
	2Weekly	59	98,66				
	3Monthly	18	63,50				
	4Annually	39	70,72				
Subjective Norm	1Daily	47	81,28	5,296	3	,151	-
	2Weekly	59	91,70				
	3Monthly	18	78,64				
	4Annually	39	69,74				
Perceived Behavior Control	1Daily	47	69,66	6,351	3	,096	-
	2Weekly	59	92,42				
	3Monthly	18	79,86				
	4Annually	39	82,10				
Positive Anticipated Emotion	1Daily	47	72,15	7,856	3	,049*	2>3
	2Weekly	59	94,16				
	3Monthly	18	67,19				
	4Annually	39	82,31				
Negative Anticipated Emotion	1Daily	47	77,17	9,005	3	,029*	2>3
	2Weekly	59	93,69				
	3Monthly	18	62,42				
	4Annually	39	79,17				
Desire	1Daily	47	72,84	4,810	3	,186	-
	2Weekly	59	92,11				
	3Monthly	18	78,81				
	4Annually	39	79,22				
Behavioral Intention	1Daily	47	73,56	3,025	3	,388	-
	2Weekly	59	86,85				
	3Monthly	18	78,17				
	4Annually	39	86,60				

p<0,05*

According to the results of the Kruskal Wallis H Test between sports equipment usage frequency and the intention for purchasing sports goods online, a statistically significant difference was detected in attitude sub-dimension, Positive Anticipated Emotion dimension and Negative Anticipated Emotion sub-dimensions (p<0.05). In the analysis applied to determine between

which groups there was a difference, it was concluded that the scores of the participants who use weekly sports equipment in the attitude sub-dimension were higher than the participants who use monthly and annually sports equipment, and the scores of the participants who use weekly sports equipment in the Positive Anticipated Emotion dimension and Negative Anticipated

Emotion dimensions were higher than the participants who use monthly sports equipment.

TABLE 11: Kruskal Wallis H Test Results of Participants' Intention for Purchasing Sports Goods Online According to the Variable of Sports Brand Preference

Scale and sub-dimensions	Brand	N	Mean Rank	Chi-square Value	df	p
Attitude	Adidas	44	81,18	,114	3	,990
	Nike	54	82,25			
	Puma	18	79,44			
	Other	47	83,46			
Subjective Norm	Adidas	44	80,07	4,988	3	,173
	Nike	54	89,84			
	Puma	18	91,94			
	Other	47	70,99			
Perceived Behavior Control	Adidas	44	88,28	1,183	3	,757
	Nike	54	79,07			
	Puma	18	77,94			
	Other	47	81,03			
Positive Anticipated Emotion	Adidas	44	76,31	1,605	3	,658
	Nike	54	81,83			
	Puma	18	79,47			
	Other	47	88,49			
Negative Anticipated Emotion	Adidas	44	79,60	4,099	3	,251
	Nike	54	83,79			
	Puma	18	98,94			
	Other	47	75,70			
Desire	Adidas	44	72,77	2,604	3	,457
	Nike	54	87,72			
	Puma	18	83,14			
	Other	47	83,63			
Behavioral Intention	Adidas	44	91,52	3,085	3	,379
	Nike	54	77,33			
	Puma	18	75,72			
	Other	47	80,85			

p<0,05*

According to the results of the Man Witney U Test conducted between the Sports Brand Preference variable in Table 11 and the Intention for Purchasing Sports Goods Online, no statistically significant difference was detected in any dimension (p>0.05).

TABLE 12: Man Witney U Test Results of Participants' Intention for Purchasing Sports Goods Online According to Product Type Variable

Scale and sub-Dimensions	Product	N	Mean rank	Total rank	U Value	z	p
Attitude	Tracksuit	46	81,92	3768,50	2687,500	-,013	,990

	Sports shoes	117	82,03	9597,50			
Subjective Norm	Tracksuit	46	82,89	3813,00	2650,000	-,152	,879
	Sports shoes	117	81,65	9553,00			
Perceived Behavior Control	Tracksuit	46	88,34	4063,50	2399,500	-1,095	,274
	Sports shoes	117	79,51	9302,50			
Positive Anticipated Emotion	Tracksuit	46	80,61	3708,00	2627,000	-,238	,812
	Sports shoes	117	82,55	9658,00			
Negative Anticipated Emotion	Tracksuit	46	87,41	4021,00	2442,000	-1,016	,310
	Sports shoes	117	79,87	9345,00			
Desire	Tracksuit	46	78,01	3588,50	2507,500	-,685	,493
	Sports shoes	117	83,57	9777,50			
Behavioral Intention	Tracksuit	46	86,02	3957,00	2506,000	-,734	,463
	Sports shoes	117	80,42	9409,00			

p<0,05*

Table 12 showed that there was no statistically significant difference in any dimension according to the results of the Man Witney U Test between the product type used by the participants and the intention for purchasing sports goods online (p>0.05).

TABLE 13: Kruskal Wallis H Test Results of the Participants' Intention for Purchasing Sports Goods Online According to the Variable of Daily Internet Usage Duration

Scale and sub-scales	Duration	N	Mean Rank	Chi-square Value	df	p	Difference
Attitude	3-4 hours	44	71,09	3,286	2	,193	-
	5-6 hours	51	86,58				
	7 hours +	68	85,63				
Subjective Norm	3-4 hours	44	83,09	1,032	2	,597	-
	5-6 hours	51	86,56				
	7 hours +	68	77,88				
Perceived Behavior Control	3-4 hours	44	76,47	1,750	2	,417	-
	5-6 hours	51	88,68				
	7 hours +	68	80,57				
Positive Anticipated Emotion	3-4 hours	44	67,86	6,906	2	,032*	2>1
	5-6 hours	51	93,13				
	7 hours +	68	82,80				
Negative Anticipated Emotion	3-4 hours	44	88,59	2,143	2	,342	-
	5-6 hours	51	75,77				
	7 hours +	68	82,40				
Desire	3-4 hours	44	74,80	2,434	2	,296	-
	5-6 hours	51	89,59				
	7 hours +	68	80,97				
Behavioral Intention	3-4 hours	44	80,28	,101	2	,951	
	5-6 hours	51	83,07				
	7 hours +	68	82,31				

p<0,05*

According to the results of the Kruskal Wallis H Test conducted between the participants' daily internet usage duration and the intention for purchasing sports goods online in Table 13, a statistically significant difference only in the Negative Anticipated Emotion sub-dimension

($p < 0.05$). In the analysis applied to determine between which groups a difference existed, it was concluded that the scores of the participants who spent 5-6 hours on the Internet daily in the

Negative Anticipated Emotion dimension were higher than the participants who spent 3-4 hours on the Internet daily.

TABLE 14: Man Witney U Test Results of Participants' Intention for Purchasing Sports Goods Online According to the Online Shopping Websites Membership Variable

Scale and sub-dimensions	Membership	N	Mean rank	Total rank	U Value	z	p
Attitude	Yes	134	87,26	11692,50	1238,500	-3,082	,002*
	No	29	57,71	1673,50			
Subjective Norm	Yes	134	86,57	11600,00	1331,000	-2,673	,008*
	No	29	60,90	1766,00			
Perceived Behavior Control	Yes	134	83,60	11202,50	1728,500	-,948	,343
	No	29	74,60	2163,50			
Positive Anticipated Emotion	Yes	134	86,21	11552,50	1378,500	-2,468	,014
	No	29	62,53	1813,50			
Negative Anticipated Emotion	Yes	134	83,40	11176,00	1755,000	-,903	,367
	No	29	75,52	2190,00			
Desire	Yes	134	87,14	11677,00	1254,000	-3,026	,002*
	No	29	58,24	1689,00			
Behavioral Intention	Yes	134	81,49	10919,50	1874,500	-,320	,749
	No	29	84,36	2446,50			

$p < 0,05^*$

According to the results of the Man Witney U Test conducted between the participants' Online Shopping Membership status and their intention for purchasing sports goods online, a statistically significant difference was detected in favour of the participants who were Online Shopping Sites Members in the dimensions of attitude, subjective norm, Positive Anticipated Emotion and desire ($p < 0.05$).

DISCUSSION AND CONCLUSION

This research aimed to determine the sports management department students' Intention for Purchasing Sports Goods Online.

When the literature studies and the results of our research were analysed, it was seen that in some studies conducted in the literature in terms of gender, male participants bought more products online than females (Levy & Witz, 2004; Linnhoff & Taken Simith, 2017; Dönemez, Yıldız and Polat, 2020). Besides, in the research conducted by Linnhoff and Taken Simith in 2017, it was concluded that the excess of sports

applications for males in mobile data encouraged males to buy more sports products than females. In our research, it was seen that female participants were more than male participants (Table 1) and there was no statistically significant difference ($p > 0.05$) as a result of the analysis between the gender variable of the participants and the intention for purchasing sports goods online (Table 6). The results of our research supported the results of the study conducted by Yıldız, Kurnaz, and Kırık on university students in 2020, which found that there was no difference according to gender.

As a result of the analysis on purchasing sports products in our research, it was seen that the result of buying sports shoes was higher than the tracksuit product in Table 1, and there was no statistically significant difference in terms of product type and purchasing sports goods online in Table 12. When the literature was examined, in the study conducted by Akoğlu and Doğaner in 2020, the variable of purchasing on the internet was examined and it was seen that the variable of purchasing sports shoes was in the positive

direction. This result supported our sports product purchase result in Table 1. Moreover, the result of the study conducted by Akoğlu and Doğaner in 2020 was similar to our research.

In our research, when the results of the frequency of using sports equipment, daily internet usage frequency, and online website membership status were examined, it was seen that the frequency of weekly use was higher than the daily, monthly and annually results in terms of frequency of use, 5-6 hours of daily internet usage frequency was higher than the individuals who use 3-4 hours, and in the case of shopping sites membership, "yes" respondents were higher than "no" respondents (Table 1). In addition, Table 10 showed that there was a statistically significant difference in the attitude sub-dimension, positive anticipated emotion sub-dimension and negative anticipated emotion sub-dimensions according to the results of the analysis between the frequency of use of sports equipment and the intention for purchasing sports goods online ($p < 0.05$). In the analysis applied to determine between which groups there was a difference, it was concluded that the scores of the participants using weekly sports equipment in the attitude sub-dimension were higher than the scores of the participants using monthly and annually sports equipment, and the scores of the participants using weekly sports equipment in the positive anticipated emotion sub-dimension and negative emotion anticipated sub-dimensions were higher than the scores of the participants using monthly sports equipment. Table 13 showed that there was a statistically significant difference only in the negative anticipated emotion sub-dimension ($p < 0.05$) according to the results of the analysis between the participants' daily internet usage time variable and the intention for purchasing sports goods online ($p < 0.05$). In the analysis applied to determine between which groups there was a difference, it was concluded that the scores of the participants who spent 5-6 hours on the Internet daily in the negative anticipated emotion sub-dimension were higher than the participants who spent 3-4 hours on the Internet daily. According to the results of the analysis conducted between the participants' Online Shopping Membership status and their intention for purchasing sports goods online, a statistically

significant difference was detected in favor of the participants who were Online Shopping Sites Members in the dimensions of attitude, subjective norm, Positive Anticipated Emotion and desire ($p < 0.05$). Our research results showed similarities with the results of the studies conducted by Beec et al., 2000 and Seo et al., 2007 in the literature.

When the educational status was analysed in our research, it was seen in Table 7 that there was no statistically significant difference in any dimension according to the results of the analysis between the educational status variable of the participants and the intention for purchasing sports goods online ($p > 0.05$). Moreover, in Table 1, it was seen that licence students participated more than masters and PhD students. As a result of the research conducted by Karabakan in 2020, it was seen that the monthly income status in the same research did not affect the purchasing behaviour of sports brands in social media marketing. It has been observed that this result supports our results of sports brand, education level and monthly income status from the research results. When the status of sports participation and age variables were analysed in our research, it was seen in Table 1 that 26 and below were more than other age groups and that those who participated in sports were more than those who did not participate in sports. In addition, in Table 5, it was seen that there was no statistically significant difference in any dimension ($p > 0.05$) according to the results of the analysis between the age variable of the participants and the intention for purchasing sports goods through the Internet, and in Table 9, it was seen that there was no statistically significant difference in any dimension ($p > 0.05$) according to the results of the analysis between the participants' sporting status variable and the intention for purchasing sports goods through the Internet. In the literature, the results of the studies conducted by Liang and Lai, 2001, Belanch et al., 2012, and Huizingh and Hoekstra, 2002 were similar to the results of our research.

In conclusion, According to the results of the Kruskal Wallis H Test between the participants' sports equipment usage frequency and the intention for purchasing sports goods online, a statistically significant difference was detected in

the attitude sub-dimension, positive anticipated emotion sub-dimension and negative anticipated emotion sub-dimensions. Besides, according to the results of the Kruskal Wallis H Test between the participants' daily internet usage duration and the intention for purchasing sports goods online, a statistically significant difference was detected only in the negative anticipated emotion sub-dimension. According to the results of the Man Whitney U Test conducted between the participants' Online Shopping sites Membership status and their intention for purchasing sports goods online, it was concluded that there was a statistically significant difference in favour of the participants who were members of online shopping sites in the dimensions of attitude, subjective norm, positive anticipated emotion and desire.

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