

Decision-Making Styles In Iranian Consumer Behavior For Sport Products

Divkan, Behzad

Islamic Azad University, Department of Physical Education, East Tehran Branch, Islamic Republic of Iran

E-mail: Divkan.behzad@gmail.com

Introduction

Sporting goods significantly impact national and international business. Even though sport consumer shopping behaviors are treated as an important factor in national and international sporting goods companies, previous studies involving consumer decision-making styles have only been seen in individual countries (e.g. South Korea, Singapore, the USA) to either identify factors of Purchaser Style Inventory for Sport Products (PSISP) or classify consumer shopping behaviors. Consumers are attracted to price with brand when purchasing a product (Anonymous, 2011). However, they do not perceive high-profile brand with higher price. Furthermore, a good experience marketing strategy can generate positive attitude toward brand (Tu, 2007). In addition, they spent their allowance to increase their quality of life; for example, hobbies, meals, travels, and books and magazines. As individual consumers possess various purchasing behaviors, consumer decision-making styles have been conducted over cross-cultural environments (Azizi & Makkizadeh, 2012).

Methods

The research is regarded as an application one and the methods of data collection is descriptive and correlation, the population on this study included participation purchase sport products in Iran. Sample size is based on formula for calculating the Morgan and Kerjisi table sample size 182 females and men completed the questionnaire measure consumer decision-making styles (shopping styles) for sport products Bae, Lam, and Jackson (2009). 3-item purchase intention scale (Dodds, Monroe, & Grewal, 1991) the data was analyzed based on Multiple regression analysis, measuring with the significance level set at 0.05.

Results

The results of the log-linear regression analysis show that decision making styles model is related with the purchase intentions ($p = 0.001$), so it can be concluded that decision making styles can be the predictor of purchase intentions and the percentage of variance explained by the models regarding decision making styles ($R = .335$). Further positive relation between quality accounted for the most variance in purchase intentions ($R^2 = .174$) brand ($R^2 = .141$) and price ($R^2 = .223$) also there are not significant relationship between recreation and habit with purchase intentions consumers.

Conclusion

This study focused on consumer's decision-making styles (shopping styles) for sport products among Iranian. This study helps advertisers or markets to rethink and develop appropriate marketing strategies for intention purchase as well as to understand the different decision-making styles of local consumers and better approach new and existing consumer markets. Based on the findings of this study quality, price and brand predicted intention behavior, therefore, sport marketers are able to establish some useful guidelines on Iranian consumer markets. We believe this local consumers and better approach new and existing consumer markets paper is important for sports marketers to predict consumer shopping patterns and maintain proper inventory levels, particularly when marketing in global markets.

References

- Anonymous. (2011). *Consumption trends*. Retrieved from www.laposte-export-solutions.co.uk/uk/markets/country-profiles/japan/consumption-trends
- Azizi, S. & Makkizadeh, V. (2012). Consumer decision-making style: The case of Iranian young consumers. *Journal of Management Research*, 4(2), 88–111.
- Bae, S., Lam, T. & Jackson, N. E. (2009). Development of the purchaser style inventory for sport products (PSISP): An exploratory study. *International Journal of Sport Management*, 10, 151–168.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28, 307–319.
- Tu, T. (2007). *The influence of experience marketing on female consumer sportswear brand attitude* (Master's thesis). Tamkang University, Taipei.