

Investigation of Motivated Consumer Innovativeness in the Context of Sports Industry in Terms of Gender, Age, Sports and Exercise Variables

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ABSTRACT

Aim: The research was carried out in order to investigate of motivated consumer innovativeness of the students of the coaching education department in the context of sports industry in terms of gender, age, actively doing sports and participation in exercise variables.

Study design: In this quantitative study was conducted according to a general survey model.

Methods: The universe of the research consisted of a total of 418 students (128 females and 290 males) in Bartın University Faculty of Sports Sciences, Department of Coaching Education, and the sample consisted of a total of 236 students (82 females and 154 males). Convenience sampling method, which is one of the non-probabilistic sampling approaches, was used in the selection of the sample, and the data were collected on a voluntary basis. Questionnaire form was used as data collection tool and this form consisted of two parts. The questionnaire form were located that "Personal Information Form" in the first part and "Motivated Consumer Innovativeness Scale" in the second part.

Results: It was determined that there was no significant difference between the scores of the subscales within the scope of the gender variable of the participants. Also, there was no significant correlation between the age of the participants and the scores of the subscales. However, there were significant differences between the functional innovativeness and cognitive innovativeness scores of the participants in the context of the variable of actively doing sports status. In addition, there were significant differences between the functional innovativeness, hedonic innovativeness and cognitive innovativeness scores of the participants in the context of the variable of doing exercise status.

Conclusion: In the research, motivated consumer innovations of the research group in the context of the sports industry were examined within the framework of gender, age, sports and exercise variables, and this situation was described as it exists. Research findings provide basic information for businesses operating in the sports industry to develop various strategies. In this context, new information has been obtained that will contribute to the literature with the research findings.

Keywords: Consumer Innovativeness, Department of Coaching Education, Sports Industry

INTRODUCTION

Innovation is considered a very important competitive ability for companies ¹⁻². In addition, global economic growth is also an important factor ¹⁻³⁻⁴. The term motivated consumer innovativeness is a combination of motivation and consumer innovativeness ⁵. Motivation is considered as the internal and external factors that direct the action towards a consumer achieving her/his goal ⁵⁻⁶⁻⁷. In recent years, motivation has come to the fore as one of the most common topics in different areas of life, including education and sports. In this context, many studies have been conducted to find the effects of motivation on both academic and sportive success ⁸. In this direction, the concept of consumer innovativeness can be defined as the tendency of the individual to buy and use new and different products instead of continuing the previous consumption style ⁹⁻¹⁰. This definition consists of both the attitude towards a new product and the actual behavior of purchasing an innovation.

Consumer innovativeness is an important factor for the commercial success of a new consumer product. It is also among the driving forces of purchasing new products ⁹⁻¹¹. For this reason, it is important for innovative marketers to predict when consumers will buy a new product. In the ever-changing technology and environmental conditions,

the wishes and expectations of individuals also change. This situation also makes it difficult to predict the wants and needs of consumers ¹². These changing conditions also affect consumer behavior. Therefore, the development of new marketing strategies has become inevitable ¹³. Due to the competitive element in sports, innovation and development are continuous. In this context, motivated consumer innovativeness is an important factor in the field of sports. The adoption of new products by consumers depends on many characteristics such as culture, demographic and socioeconomic characteristics of the person who will use the product as well as the features of the product ¹⁴.

When the explanations are considered within the framework of physical activity; it has been revealed that there are positive developments in the physical and mental health of individuals who exercise regularly, and after these developments, people of all ages are now motivated to do sports ¹⁵. Participation in physical activity carries benefits that can help consumers maintain their health and improve their well-being ¹⁶⁻¹⁷⁻¹⁸. While many consumers are well aware of the benefits of proper exercise, participation in physical activity is declining ¹⁶⁻¹⁹⁻²⁰. In this context, consumers can be motivated by the emotional value obtained from physical activity and pleasant experiences ¹⁶

. Motivating people to do sports and exercise from a young age is important both for public health and for the development of the sports industry. In this direction, it is thought that coaches have very important duties.

It is thought that the students of the coaching education department are important consumers of sports goods and / or services. In this respect, it is considered important for the participants to have information about motivated consumer innovativeness in the context of the sports industry. In this direction, when the relevant literature within the scope of the sports industry is examined, it is seen that only one study has been done (see ²¹). In the study conducted by Can ²¹, students who use sports products were selected, but no study was found specific to the students of the coaching education department, who are thought to be important consumers of sports products both in their classroom and extracurricular activities and who will train the athletes of the future. Accordingly, it can be argued that the correct analysis and interpretation of the relevant situations in the context of the sports industry will provide important information at the basic level to the companies competing in the sports industry. In this context, it is thought that the results of the research will contribute to the relevant literature, and the research was carried out in order to investigate of motivated consumer innovativeness of the students of the coaching education department in the context of sports industry in terms of gender, age, actively doing sports and participation in exercise variables.

MATERIAL AND METHOD

Research Model: The research is quantitative and the general survey model, which is consistent with the main purpose, was used in the study.

Population and Sample of the Research: The universe of the research consisted of a total of 418 students (128 females and 290 males) in Bartın University Faculty of Sports Sciences, Department of Coaching Education, and the sample consisted of a total of 236 students (82 females and 154 males). In this context, it is understood that the acceptable sample size for the universe of the research has been reached (see ²²).

Data Collection Tools: Convenience sampling method, which is one of the non-probabilistic sampling approaches, was used in the selection of the sample, and the data were collected on a voluntary basis. Questionnaire form was used as data collection tool and this form consisted of two parts. The questionnaire form were located that "Personal Information Form" in the first part and "Motivated Consumer Innovativeness Scale" in the second part. In this context, the participants were asked to mark the items by taking into

Table 2: Descriptive Statistics of Age Variable

Variable	n	Mean	Median	Std. Deviation	Minimum	Maximum	Skewness	Kurtosis
Age	236	21,119	21	1,5773	17	26	0,387	0,362

When Table 2 is examined, it is seen that the average age of the participants is about 21. It is accepted that the age variable exhibits a normal distribution

When Table 3 is examined, it is seen that the reliability levels of the subscales are sufficient.

account the product brands (Nike, Adidas, Puma, Reebok, Skechers, New Balance, Hummel, Kinetix etc.) they most preferred for use in sports, training, exercise, etc. physical activities in the context of the sports industry.

Personal Information Form: In the Personal Information Form, there are statements about obtaining information about the gender, age, actively doing sports status and doing exercise status of the participants.

Motivated Consumer Innovativeness Scale: The "Motivated Consumer Innovativeness Scale" was developed by Vandecasteele and Geuens ⁷ in order to measure the motivated consumer innovativeness levels of consumers. The adaptation of the scale to Turkish was done by Özoğlu and Bülbül ¹⁴. During the adaptation process of the scale, data were collected from 407 university students. The scale is seven-point Likert type and consists of 20 items. In addition, the scale consists of four sub-dimensions: functional, hedonic, social and cognitive innovativenesses. While the dimensions related to the scale explain approximately three quarters of the total variance, their reliability was also calculated at a high level. As a result, it has been determined that the scale is a reliable and valid measurement tool ¹⁴.

Analysis of Data: IBM SPSS version 23.0 was used in the analysis of the data. Considering the normal distribution characteristics of the data obtained, t-Test was used for difference tests and Pearson Correlation Analysis was used for correlation analysis in their statistical evaluations. In addition, the level of significance was determined as 0.05 in statistical evaluations. It was decided whether the data showed a normal distribution or not by examining the skewness and kurtosis values (see ²³).

RESULT

Table 1: Frequency and Percentages of Variables

Variable	Group	f	%
Gender	Female	82	34,7
	Male	154	65,3
Actively Doing Sports Status	Yes	133	56,4
	No	103	43,6
Doing Exercise Status	Yes	161	68,2
	No	75	31,8
Total		236	100,0

When Table 1 is examined, it is seen that the number of male in the participants is higher than the number of female. It has been determined that the participants who actively do sports have a higher number than those who do not, and the participants who do exercise have a higher number than those who do not.

Table 3: Reliability Analysis Results of Subscales

Subscale	Cronbach's Alpha	Number of Items
Social Innovativeness	0,862	5
Functional Innovativeness	0,799	5
Hedonic Innovativeness	0,901	5
Cognitive Innovativeness	0,889	5

Table 4: Descriptive Statistics of Subscales

Subscale	n	Mean	Median	Std. Deviation	Minimum	Maximum	Skewness	Kurtosis
Social Innovativeness	236	4,0178	4	1,67205	1	7	0,002	-0,89
Functional Innovativeness	236	4,4898	4,6	1,37097	1,4	7	-0,037	-0,865
Hedonic Innovativeness	236	5,4712	5,6	1,32653	1	7	-0,764	0,242
Cognitive Innovativeness	236	5,1195	5,2	1,27528	1,8	7	-0,417	-0,548

When Table 4 is examined, it can be said that while hedonic innovativeness levels of the participants are high, the level of all other subscales is moderate. In addition, it was accepted that all subscales exhibited normal distribution.

When Table 5 is examined, it has been determined that no statistically significant correlation was found between the age variable and the scores of the subscales

Table 5: Results of Correlation Analysis Between Age and Subscales

Variable	Social Innovativeness	Functional Innovativeness	Hedonic Innovativeness	Cognitive Innovativeness
r	,066	,070	,001	,013
p	,315	,283	,985	,840
n	236	236	236	236

(p>0.05)

Table 6: t-Test Results for Gender, Actively Doing Sports Status and Doing Exercise Status Variables

Variable	Subscale	Group	n	Mean	Std. Deviation	df	t	p
Gender	Social Innovativeness	Female	82	4,0122	1,73742	234	-,037	,970
		Male	154	4,0208	1,64196			
	Functional Innovativeness	Female	82	4,4244	1,37217	234	-,534	,594
		Male	154	4,5247	1,37353			
	Hedonic Innovativeness	Female	82	5,5585	1,34136	234	,737	,462
		Male	154	5,4247	1,32059			
	Cognitive Innovativeness	Female	82	5,0756	1,36758	234	-,385	,701
		Male	154	5,1429	1,22730			
Actively Doing Sports Status	Social Innovativeness	Yes	133	3,9940	1,71904	234	-,248	,804
		No	103	4,0485	1,61718			
	Functional Innovativeness	Yes	133	4,6737	1,38421	234	2,364*	,019
		No	103	4,2524	1,32279			
	Hedonic Innovativeness	Yes	133	5,5098	1,37587	234	,507	,613
		No	103	5,4214	1,26488			
	Cognitive Innovativeness	Yes	133	5,2917	1,26288	234	2,381*	,018
		No	103	4,8971	1,26270			
Doing Exercise Status	Social Innovativeness	Yes	161	4,0398	1,70321	234	,295	,768
		No	75	3,9707	1,61335			
	Functional Innovativeness	Yes	161	4,6957	1,35408	234	3,457*	,001
		No	75	4,0480	1,30936			
	Hedonic Innovativeness	Yes	161	5,5988	1,31786	234	2,182*	,030
		No	75	5,1973	1,31210			
	Cognitive Innovativeness	Yes	161	5,2994	1,19502	234	3,238*	,001
		No	75	4,7333	1,36217			

*p<0,05

When Table 6 is examined, it is seen that there are statistically significant differences between the functional innovativeness ($t_{(234)}=2.364$) and cognitive innovativeness ($t_{(234)}=2.381$) scores of the participants in the context of the variable of actively doing sports status ($p<0.05$). Both of these significant differences are in favor of those who do sports. In addition, in the context of doing exercise status variable, it is seen that there are statistically significant differences between the functional innovativeness ($t_{(234)}=3.457$), hedonic innovativeness ($t_{(234)}= 2,182$) and cognitive innovativeness ($t_{(234)}=3,238$) scores of the participants ($p<0,05$). All of these significant differences are in favor of those who do exercise. However, no statistically significant difference was found between the scores of the subscales in the context of the gender variable ($p>0.05$).

DISCUSSION

This research was carried out to examine the motivated consumer innovativeness of the students of the coaching education department in the context of the sports industry in terms of gender, age, sports and exercise variables. In

this context, the findings were discussed within the scope of the relevant literature and the results were detailed.

It was determined that there was no significant difference between the scores of the subscales within the scope of the gender variable of the participants. This finding is consistent with the research conducted by Köse²⁴. In addition, the finding is consistent with Can²¹ in the context of other subscales, with the exception of the social innovativeness subscale. This situation can be interpreted as the rapidly developing technology and social structure, bringing the attitude levels of female and male towards consumer innovativeness closer to each other. In addition, since the participants are in the same department, it can be said that both female and male are exposed to similar dynamics. In this context, the result reached is considered to be probable.

There was no significant correlation between the age of the participants and the scores of the subscales. When the relevant literature is examined, it is seen that there are similar²¹⁻²⁵ and different²⁴ results with the research findings. It can be said that the participants were exposed

to similar dynamics because their departments were the same. In addition, the range between the age levels of the participants was not very high. Therefore, it is expected that they will develop similar attitudes towards consumption. In this context, it can be said that the result is probable within the scope of the age variable.

There were significant differences between the functional innovativeness and cognitive innovativeness scores of the participants in the context of the variable of actively doing sports status. In this direction, both the functional innovativeness and cognitive innovativeness levels of the participants who actively do sports were higher than the levels of the others. In other words, the participants who actively do sports were interested in meeting the needs of the products regarding functional performance and/or mental processes. This result is partially consistent with the results of the study by Can ²¹. In this context, it is thought that the result reached is probable.

There were significant differences between the functional innovativeness, hedonic innovativeness and cognitive innovativeness scores of the participants in the context of the variable of doing exercise status. In this context, the levels of functional innovativeness, hedonic innovativeness and cognitive innovativeness of the participants who do exercise were higher than the levels of the others. In other words, participants who do exercise were interested in whether products meet their needs for functional performance, sensory satisfaction, and mental processes. This result is partially consistent with the results of the study by Can ²¹. In this context, it can be said that the result reached is probable.

CONCLUSIONS

Research findings provide basic information for businesses operating in the sports industry to develop various strategies. In this context, it seems rational for these organizations to turn to products that offer functional and/or cognitive innovation for the consumption of individuals who actively do sports. In addition, it seems rational for these businesses to turn to products that offer functional, hedonic and/or cognitive innovation regarding the consumption of individuals who do exercise. Therefore, it is important for these businesses to activate their activities, improve their communication channels and develop special marketing strategies for these consumers. Accordingly, it seems likely that the purchasing behavior, which is very important for these businesses to achieve their goals, will take place.

As a result, in the research, motivated consumer innovations of the research group in the context of the sports industry were examined within the framework of gender, age, sports and exercise variables, and this situation was described as it exists. In this context, new information has been obtained that will contribute to the literature with the research findings. However, the results of the analysis include limited number of participant data considering the research group. For this reason, similar studies can be conducted with a large data set to cover all age groups. In addition, research results can be diversified by conducting qualitative, mixed and/or experimental studies on a research group with similar characteristics. In

this context, different results can be reached that will contribute to the literature.

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