

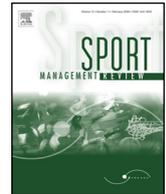


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Confirmatory factor analysis of the Purchaser Style Inventory for Sport Products (PSISP)

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ABSTRACT

Consumers are bombarded every day by numerous promotion messages, and their decision making in purchasing sport goods or services is frequently confused by these advertised information (Lyonski, Durvasula, & Zotos, 1996). For this reason, research in consumer decision-making styles has become increasingly popular. In 2009, Bae, Lam, and Jackson developed the Purchaser Style Inventory for Sport Products (PSISP) to identify consumers' shopping behaviors. However, the PSISP was exploratory in nature. The purpose of this study was to validate the PSISP using confirmatory factor analysis. Participants ($N = 455$) were college students in the southern region of the United States. Fit indices (e.g., CFI = .92, SRMR = .068, RMSEA = .065; 90% CI = .062; .068) indicated the model provided reasonable fit to the data. After model respecification, the 37-item PSISP-II model significantly ($p < .001$) improved and included nine latent factors: Quality, Brand, Fashion, Recreation, Price, Impulse, Confusion, Habit, and Endorsement. It was concluded that the PSISP-II was a reliable scale in measuring consumer decision-making styles in purchasing sport products.

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1. Introduction

In the United States, sport is a \$422-billion industry (Plunkett, 2011). The sales of sporting and fitness equipment, sports apparel, licensed merchandise, and athletic footwear in 2010 were over \$74 billion (Sporting Goods Manufacturers Association, 2011). This was a 3.5% increase over 2009, the largest one-year growth in the sporting goods industry in nearly 20 years; and for the first time, the sporting goods industry outperformed gross domestic product (GDP) since 2007. To compete for the market share, companies offering similar products or services with their competitors try all possible means to advertise and promote their merchandises to the consumers. Such advertisements and promotions are not limited to the "traditional" forms of delivery methods (e.g., television commercials, direct mailing, newspapers, and magazines), but are also extended to electronic formats (e.g., websites and e-mails). Recently, marketers are more creative in how they reach the consumers – the use of mass media. Twitter, Facebook, Texting, Shutterfly, RueLaLa, and Groupon are just some of the ways in which marketing and advertising messages are being transmitted and connected to the potential consumers. On the other hand, consumers are bombarded every day by numerous promotion messages, and their decision making in purchasing sport goods or services is frequently confused by these advertised information (Lyonski, Durvasula, & Zotos,

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1996). Since consumers' decision-making styles in shopping play an important role in consumer behavior studies, individual shopping styles have been determined and applied in developing marketing segmentation (Tai, 2005). In the last decade, research in consumer decision-making styles, in particular consumer shopping behaviors for sports products, has become increasingly popular (e.g., Bae, Lam, & Jackson, 2009; Kwon & Armstrong, 2002). Nevertheless, very few, if any, studies have examined the psychometric properties of the scales that measure consumer decision-making styles. Without a sound and valid scale, the results and implications of the research studies cannot be warranted.

1.1. Theoretical background

Understanding consumer decision-making styles (shopping styles) is important for developing strategic marketing and effective communication with diverse consumer segments (Walsh, Hennig-Thurau, Wayne-Mitchell, & Wiedmann, 2001). A consumer decision-making style is described as "a mental orientation characterizing a consumer's approach to making a choice" (Sproles & Kendall, 1986, p. 268). Overall, there are three main approaches in identifying consumer decision-making styles: (a) the psychographic/lifestyle approach, (b) the consumer typology approach, and (c) the consumer characteristics approach (Bae et al., 2009). Since these approaches provide future directions for consumer research, more details about their definition and nature are provided in the next few paragraphs.

1.2. The psychographic/lifestyle approach

Demographic profiles of consumers, such as their age and household income, have long been adopted by researchers as a standard tool in conducting marketing studies. However, demographics of the consumers alone provide insufficient information for marketers to target their specific market segmentation. View this, researchers started using some other approaches in order to better understand the consumers. It was under such circumstances that some "life style" and "psychographic" research studies emerged in the 1970s (e.g., Demby, 1971; Pernica, 1974; Plummer, 1971). These studies combined the objectivity of the personality inventory with the merits of the consumer-centered qualitative motivation research investigation (Wells, 1975). When using this psychographic/lifestyle approach, over 100 different consumer behavior characteristics were identified based on consumers' lifestyle activities, interests, opinions, needs, values, attitudes, and personality traits (Gehrt & Carter, 1992; Lastovicka, 1982; Wells, 1974, 1975). As commented by Wells (1975), "psychographic information can put flesh on demographic bones" (p. 198). For example, if an upper middle-class consumer who loved golf also liked working out with fitness equipment, this could provide valuable hints for marketers to implement a joint promotion or cooperative marketing venture, such as displaying premium fitness equipment in golf facilities.

1.3. The consumer typology approach

The consumer typology approach attempts to classify general consumers by categories or taxonomies based on their life styles and shopping orientations. For example, Stephenson and Willet (1969) classified shoppers into a four-way shopper typology according to the degree of patronage concentration across retailers and number of different outlets searched: (a) store-loyal shopper (high concentration, low search), (b) compulsive and recreation shopper (high concentration, high search), (c) convenience shopper (low concentration, low search), and (d) price-bargain shopper (low concentration, high search). Two years later, Darden and Reynolds (1971) added "special shopper" and "quality shopper" to the list. These researchers also found that life styles and shopping orientation had strong relationship with various aspects of shopping behavior such as store loyalty and preference for types of retail stores.

In 1976, Moschis built upon previous research (e.g., Reynolds, Darden, & Martin, 1974; Wilding & Bauer, 1968) and identified six distinct shopper types when studying shopping orientations among cosmetics buyers: (a) special shopper, (b) brand-loyal shopper, (c) store-loyal shopper, (d) problem-solving shopper, (e) psychosocializing shopper, and (f) name-conscious shopper. Moschis concluded that each type of shoppers had different life style profiles and exhibited different communication behaviors. For example, "special shoppers" relied on product samples more than any other type of shoppers; whereas "brand-loyal shoppers" tended to consult salespeople rather than their friends and neighbors about the products. In this way, Moschis' typology could be viewed as mixing shopping behavior strategies with underlying motivational-perceptual orientations (Westbrook & Black, 1985).

1.4. The consumer characteristics approach

For the consumer characteristics approach, focus would be on the driving forces or motivations that eventually lead to the consumers' choices of products and services. According to Sproles (1985), consumers' purchase decision is always dominated by their own mental and cognitive orientations. Specifically, consumer decision making is influenced by one or more specific decision-making traits that ultimately control decision making, and that these constant and predictive traits are the major driving forces in decision making (Sproles, 1985). Other researchers considered one's decision-making process is mainly affected by both internal needs and external stimuli perceived by the individual (e.g., Murray, 1968).

Tauber (1972) asserted that motivations play an important role during the merchandize acquisition process. Specifically, an individual's shopping behavior is motivated by a variety of psychosocial needs, and such influential factors can be

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