Evaluation of Consumers Motivations of Sportswear Teams in the City of Bogota

By Diego Sánchez Zambrano[1], Oscar Torres Mayorga[2], Alejandra Ruiz Ramirez[3], Fernando Prieto Bustamante[4]

Abstract

The companies of sports clothes (multinationals), specially those who support football teams, make constant changes in their collections, adding new products. For that reason, it is important to know how consumers assimilate these changes in different periods. The last trends, show a increase in the interest of people to acquire new sports articles; for that reason, this research is seeking to identify the motivations of consumers to buy and wish sportswear, evaluates the environmental awareness of the consumer in their decision to purchase those products affected by the changes generated by the planned obsolescence and to determine the correlation between the attributes of the product and the decisions of purchase. In order to obtain this information, 400 surveys were taken. To analyze information, descriptive statistics was used. The instrument was a survey with question a Likert scale, of agreement to the stages of the process of decision of purchase of a consumer. The results of this research shows that the relation between the attributes of the product with regard to the decision of purchase is weak. In fact, data collected reveals how the new styles generate a desire of position and intention of purchase of the new products.

Keywords: Motivation, attributes, consumer behavior, sportswear, environmental awareness

1. Introduction

In recent years, football has taken so much power that it has become a dominant industry; For that reason, the football business has attracted the attention of many multinational companies. These companies have detected an opportunity to increase their income, as large figures move globally, because of the large number of people who are fond of this sport.

Thus, it has created a very large market of people willing to consume any type of product that comes or is related to football (Pujol Torras & Garcia del Barrio, 2008). The football business; has been extended thanks to the disclosure it has had by the media, especially television. Considering that football clubs have managed to reach a point of convergence with different multinational companies, who are part of sports businesses, these multinationals actively participate in the globalization of football and make this sport can reach different parts of the world (Ginesta Portet, 2011). It is important to emphasize that football clubs are institutions in search of a good economic return, in this way they take advantage of the love of the fans and generate very close relations between the amateur and the club. For the club this leads to the implementation of different marketing strategies, which allow you to commercially exploit your brand through official products (Baena, 2016). In this sense, according to Velásquez Forero,-"football as

| [1]Faculty of Industrial Engineer, Researcher at Universidad Santo Tomas, Bogotá, Colombia
[2]Researcher at the University Of the Salle, Bogotá, Colombia
[3]Industrial Engineer, Researcher Coordinator, Universidad Manuela Beltrán, Bogotá, Colombia
[4]Resarcher at Universidad Santo tomas, Bogotá, Colombia

a symbolic commodity, has strong powers of attraction" (Augusto Velásquez Forero, 2010)-, caused by the fans; A consumption of diverse products offered by different clubs. In this way, recognized multinational companies such as Adidas and Nike, who are disputing worldwide sponsorships of the football clubs, they make great innovations, constantly developing new products or in short periods of time.

This allows the companies to focus on the T-shirt football club's business to achieve their global growth strategy (Hussain A. Ali Mahdi et al., 2015). The football shirt market permanently develops higher quality and technologic materials, and novel styles and designs to seduces the consumers on each season (Romero, 2016), generating the desire to possess these garments in consumers. The total value in the contracts signed by the multinationals of sportswear, with the big football clubs in the world, exceeds one million dollars (top10 – ranking of the most valuable football T-shirts in the world. 2017), these organizations do not mind paying and sponsoring these large sums of money, on the one hand, because their brand is positioned better, and on the other hand, T-shirt sales increase each year by the emotional ties that fans have with the clubs (Augusto Velásquez Forero, 2010), therefore recovering their investments. The interest to know what the motivations that finally lead to the fans, to make decisions in the purchase of sportswear (T-shirts of the club's football), is one of the reasons that led to carry out this research. Everything concerning intentions and purchasing decisions belongs to the field of consumer behaviour, which is one of the topics that interest organizations the most, since knowing and being able to understand the behaviours of consumers, allow us to predict how they could influence precisely their purchasing decisions (Braidot, 2013). The knowledge about the consumer's behavior, it is a topic that is currently in effect, with the understanding that the phenomenon of consumerism originated from the 20th century, it is understood that the human being lives in a consumer society, it could be argued that people have become consumption machines. It is important to recognize that consumerism in society generates an impact. This impact evidently affects the economy, but there is an important element that must be considered and is the environment. In this sense, planned obsolescence is a strategy applied by several multinational companies, which permanently change their collections over short time periods (Cardona & Lerma, 2014), thus, it is important to know what perception consumers have in relation to this type of impact. On the local market consumer behaviour of sportswear clothing remains an unexplored subject., therefore, it is of high importance to obtain information about the consumer, allowing to establish some patterns in their decisions of purchase.

According to the previous, the aim of this research is of this research is to study and analyze the motivations that lead consumers to buy and want new football T-shirts, within the study it is important to know how the consumer purchase decision process is (Stanton, Etzel, & Walker, 2007), evaluating the external influences and the internal factors that lead to a response on certain brands.

2. Literature Review

According to the literature review, this study serves as a basis for identifying Influencing factors consumer purchasing decisions. In this way should be

understoodsome fundamental concepts, one of them is to define the consumer market, which is made up of all the people who acquire products for their use and personal benefit, within this so-called consumer market, there is a model of demeanoror of the consumer behaviour, determined by a series of influencing factors in the decision making of purchase , this model is based on a series of stimuli that a person receives to generate a response on a brand or product (Philip & Armstrong, 2012). In this way, this research takes as a reference the model of behavior that a consumer has in the Purchase decision making process. This model contains three phases; first, the entrances;, where the external influence of the consumer will be considered; what influence are a variety of stimuli that strategically a company sends to seduce it, elements such as the recognition, reputation and positioning of a brand, the attributes of a product, the value perceived in the price, the communication and the availability of the acquisition of the product, are essential to persuade the consumer . Other external influences are those of the sociocultural environment, within these can be named some very important as the family, the reference groups (friends, neighbors, co-workers, among others), and social networks. A second phase, is where there is an information processing by the consumer, this is where the consumer's brain acts, as a result, the information received from the sensory parts, that is, the information obtained from sight, smell, taste, touch and hearing, reach the consumer's mind to make a purchase decision. Here in the brain is where you find the needs, motivations, emotions, perceptions, where the experiences are generated, and also where the alternatives are evaluated, which leads the consumer to give an answer. This final result, is the output and is the last phase of the model, since the choice of a specific brand or product, is the response given by the consumer's brain after being stimulated and processed the information consciously and unconscious (Schiffman, 2011). There are several studies on consumer behaviour regarding the clothing sector; however, though sportswear is associated, there are no studies found for this sub-sector of the fashion practice. New styles in clothing imply being fashionable; for consumers this is a very important aspect of purchasing decisions. Studies indicate the existence of a high relationship between a consumer's commitment to fashion and purchase decision making (Hourigan & Bougoure, 2012). Consumers buy sportswear depending on trends, it is important to know that consumers buy sportswear not only to make sport, but they become everyday garments, and that is why it is also valuable to be fashion (Albaum, 2004). Thus, something of utmost importance in fashion, are the short life cycles that have this type of products, where planned obsolescence has much to do, as one of the most common practices of obsolescence is to constantly affect style and design. obsolescence influences the consumer on the perception of being fashionable with continuous updates of the product. The consumer is not always aware of the environmental cost of his repeated purchases (Guiltinan, 2013). It exists in clothing consumers, a high capacity for innovation and this, it makes consuming new and different products, new brands (Steenkamp, J-B E m, Ter Hofstede, & Wedel, 1999), in this way it has been verified that the high capacity of innovation has a positive impact, in the consumer behaviour, punctually in the expenses and the frequency of purchase (Choo, Sim, Lee, & Kim, 2014). Behavior patterns are found in clothing consumers; According to their professional activity and their age, older adults are more fixated on the attributes of the product that generate comfort to them than the appearance of the

product. Older adults also pay attention to the customer service they receive from sellers at the sales point, analyze the price, and spend more time buying, since they buy less frequently. There is a difference between the buyers who are employed and those who are retired; the first have tendencies to make purchases on the Internet, they like to buy sportswear, while the seconds prefer the references directly from the vendors and do not buy sportswear (Mumel, Zavrnik, & Prodnik, 2006). Another important factor for clothing consumers is the omnichannel experience, which allows consumers to interact with the company in various ways, such as sales point, Web pages, telephony, and mobile applications, among others. It is necessary to understand that there are compulsive and contemplative buyers of clothing, and they are influenced by the different channels they use for their purchasing decision processes. In this way, there are characteristics that have compulsive, like being swayed more by mobile channels in their purchasing decisions, the contemplative is a consumer who needs more time and in that case, for him is important the point of sale, as his experience online, it is better to navigate computers than mobile applications, because it has more capacity to display. It is stated then that there are consumers Need For Touch (NFT) in their experiences omnichannel, prefer to analyze more the attributes of the clothes, being at the point of sale or in the case online, a device that allows them to observe and to contemplate more the product. (Rodriguez-Torrico, San José Cabezudo, & San-Martin, 2017). The attributes of a product are vital, especially when the sense of touch intervenes, facilitating and providing more complete information in the consumer purchase decision process (Manzano Díaz, Gavilan, Avello, Abril, & Serra, 2012).

2.1 Hypotheses

According to the literature review, the following assumptions were established:
H1: External influence, through the new styles of fashion trends, generates a positive response in the motivations and desires in the consumer's purchase decision.
H2: The search for information, from the omnichannel experiences affect the motivations and desires in the purchase decision.
H3: The evaluation of alternatives, by means of the valuation of the physical attributes of the product influences the motivations and desires in the decision of purchase.
H4: Planned obsolescence motivates the consumer to want to buy new product upgrades.

3. Method
3.1 Data collection

Data collection was performed through 400 online surveys in Bogota DC, Colombia. Target population was formed by T-shirt consumers who had made at least one purchase. Shoppers between ages of 20 and 64 from football shirts distribution companies' databases were randomly contacted.

3.2 Measurement

Empirical research was of correlational type, where an instrument with closed questions and Likert scales was designed, where assertions are made to measure respondents reaction, the scale varies from (1) Totally disagree until (5) completely

agrees, thereby can measure the attitudes that consumers have. The analysis of the quantitative data was carried out by means of statistical tools, to interpret the data the descriptive statistic was used. Finally, a parametric analysis was carried out for the verification of the hypotheses, through the correlation coefficient of Pearson, are evaluated correlates that exist between the dependent and independent variables of the hypothesis posed.

4. Results

The instrument designed for the collection of information was tested for validity, therefore, the validation of the scales was performed using the alpha coefficient of Cronbach to determine the reliability of the instrument, in this case the coefficient was of 0.73, thus generating a response of acceptance, with a result greater or equal to 0.7 (Rodriguez-Torrico et al. , 2017). The population characteristics of the calculated population show that 54.75% corresponds to male population, while 45.25% refers to female population, the mean age is 32.65 years, the age range is 44 years. The stage of the life cycle in which people are, the largest group with a percentage equivalent to 36.75% correspond to single persons, after them are the following groups: Married with dependent children with 20.00%, single parents with 17.00%, married without children with 12.25%, married to independent children with 5.75%, divorced with children with 4.25%, older married grandchildren with 3.25% and closing this group are divorced people with children with a percentage of 0.75%. The level of schooling for respondents;, the last academic level reached is the baccalaureate being this the 34.00% of the total, the undergraduate option with the 22.25%, the people who have technical qualifications with 15.75%, Technologist studies with 15.00% and to finish, 13.00% of respondents are currently ensured to have a postgraduate degree.

The descriptive variables show that to be carried away by the trends or fads of the moment to buy official T-shirts of national or international football clubs has an average of 3.67, a median 4, a fashion 4 and a standard deviation 1.21. The reaction of the consumer to visit the different channels of the company before making the purchase of official T-shirts of national or international football clubs, have a mean 3.81, fashion and median of 4 and standard deviation 1.16. The result for the variable in the importance of making a difference in terms of the physical product attributes of the different brands to buy official T-shirts of national or international football clubs, the average is 3.48, the median and the fashion of 4, standard deviation of 1.24. As for updating the t-shirts for continuous design changes, despite being aware of the environmental impact that is generated, the average is 3.57 with a median of 4 and 5 fashion, and standard deviation of 1.37. Finally, the reaction to know if you feel motivated and have the desire to purchase the T-shirt (s), has a mean of 4.2, medium and fashion of 4, and a standard deviation of 0.85, see table 1.

Table 1: Variables of influence on the consumer

Variable	Mean	Median	Mode	SD
Influence trends and fashions	3,67	4	4	1,21
Omnichannel experience	3,81	4	4	1,16
Attributes Analysis	3,48	4	4	1,24
Enviromental impact awareness in product update	3,57	4	5	1,37
Motivation and desire to purchase	4,21	4	4	0,85

For the hypothesis tests, in this study, a parametric analysis was used. The statistical test used was the correlation coefficient of Pearson, looking to analyze the relationship between the variables, calculating the scores obtained from the scale of Likert, of each of the variables. The Pearson coefficient varies between the values of -1 to 1, determined if the correlation is negative or positive and measures the degree of magnitude of that correlation (Hernández Sampieri, Fernandez Collado, & Pilar Baptista Lucio, 2014).

The model proposed for this study uses the first 4 variables to determine how they influence the consumer's motivation and purchasing decision, thus for H1, in the first correlation is measured the influence of trends and fads with the motivation and decision to purchase, has a magnitude of 0.58, $p < 0.05$. Indicating a moderate degree of correlation. For H2, as the experience omnichannel as an influence on the motivations in the purchase decision, it obtained a correlation of 0.43, $p < 0.05$, i.e. a moderate positive correlation. In H3, in the analysis of physical attributes as an influencing element in the purchase decision, the correlation was 0.25, $p < 0.05$, a positive but weak correlation is evidenced. Finally, the measurement of the correlation of planned obsolescence and the motivation and desire to purchase for the H4, has a magnitude of 0.41, $p < 0.05$, giving a moderate correlation. See table 2.

Table 2. Support for hypotheses

Hypotheses No.	Implied Correlation	Significance Level	Support for Hypotheses
H1	0,58	0,05	Moderate support
H2	0,43	0,05	Moderate support
H3	0,25	0,05	Weak support
H4	0,41	0,05	Moderate support

In this way, the H1, H2 and H4 scenarios are supported with a significance level of 0.05, while the H3 cannot be accepted. The model raised for this study is shown in Figure 1.
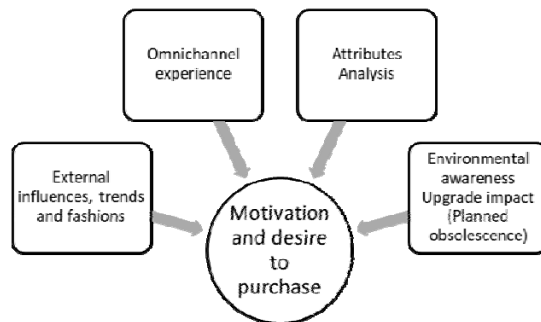

Figure 1. Conceptual model of consumer of sportswear (football shirts)

5. Discussion and Implications

The results in this study reveal the effect of the different stimulus that the consumer receives in phases of the purchasing decision process. Based on studies regarding the influences of a consumer of clothing. First measured the variable of external influence based on trends and fashion, understanding this as an element of

attraction to get a positive response to the purchase, in this way the reaction and attitude to this variable by respondents is favourable, since football T-shirts today have attractive designs, with very eye-catching styles and colours, perfectly this sportswear can be combined with other types of clothing. The study shows that the H1 raised is supported by the degree of correlation between the variables of external influences with the purchase motivation, that is to say these external influences of fashion and tendencies, if they generate a motivation in the consumers surveyed, to buy the T-shirts of football, consequently, the companies must understand that the design of these garments is vital.

The omnichannel experiences, where companies make presence in different ways to interact with their customer , is also a variable where respondents reacted in a favourable way, so this means that the information that a consumer seeks not only is limited to a single channel, the consumer receives advertisements online and in person at the points of sale, all this represents an influence for his decision to purchase. In the H2 presented as the influence it receives from the processes of omnichannel experience in its motivation to purchase decision, likewise is accepted the hypothesis, because of the degree of correlation between the variables. In this way, the integration of all communication channels is important, and companies need to take advantage of the technologies available to make their loyalty and provide all the information to consumers more immediately.

The senses in the consumer are important when analyzing, observing and comparing the attributes of football shirts, in this case, the touch, the sight, the smell and the ear becomes a way of obtaining instantaneous information of the attributes of the product, consequently, this variable in the same way that the previous variables, in the obtained results has a favourable reaction , this can be explained as a consequence of the contemplation that a consumer of the product may have before his purchase decision. However, for the H3, it is not supported, in seen that the correlation is weak, thus it is understood that there must be things more important than the physical attributes of the product, and there is an intangible attribute as the brands that wear these shirts as much of the manufacturer as the club sponsored, in that sense for the consumer must be more important this type of attribute that the physicists, however, a study should be conducted to test this assertion.

The obsolescence planned as a business strategy causes the constant updating of new football T-shirts by the consumer; Although he is aware of the environmental impact that this represents, the attitude towards the novelty of the product is quite favourable-. The H4 is supported, because it denoted a correlation of the obsolescence planned as a triggering component in the motivation of the consumer in the purchase of this type of articles. Irresponsible consumption by respondents is worrying, despite being aware of the environmental deterioration, it is more important for him to have a new product in his hands.

The proposed model tries to determine and analyze which aspects influence the motivations and desires of purchase of a consumer of sportswear (football shirts), therefore, there must be more variables than a future can be investigated, as mentioned earlier, evaluating the power of co-branding strategies (between the manufacturer and the club), as a great influence to motivate the consumer to purchase the sportswear (football shirts).

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