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Consumer Purchase Behavior of Online Professional Sports Merchandise

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CONCORDIA UNIVERSITY, ST. PAUL: ST. PAUL, MINNESOTA: DEPARTMENT OF KINESIOLOGY AND HEALTH SCIENCE

Consumer Purchase Behavior of Online Professional Sports Merchandise

A GRADUATE PROJECT

SUBMITTED TO THE GRADUATE FACULTY

in partial fulfillment of the requirements

for the degree of

Master of Arts Degree in Sport Management

by

Gina Schampers

St. Paul, Minnesota

August 4, 2015

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Acknowledgements

I would like to thank Dr. Lana Huberty for the feedback and guidance throughout this research process. I truly appreciate your help during each phase.

Thank you to Ken Farrell my Academic Advisor. You helped me through enrolling, signing up for classes, answering all of my questions, and pointed me in the right direction when unexpected situations came up. I want to express how much I appreciated your help over the last few years.

Dedications

This thesis is dedicated to my parents who have passed. They were always my biggest supporters in my academic journey. It is also dedicated to my fiancé, who is the most amazing person, father, and partner in life. I could not have done this without you!

Abstract

The purpose of this study was to find out whether shoppers browsed online then purchased in a store or purchased online. There had been limited empirical research and knowledge about online shopping behavior in relation to professional sports merchandise. Therefore, this study looked at consumer behavior and the use of websites to purchase professional sports merchandise. Most of all when research was analyzed the author found some shortcomings that overlooked buyers who researched products online, and then purchased in stores. To achieve the goal of the study, a survey was administered to 100 undergraduate and graduate students from Concordia University-St. Paul in the United States. It was discovered that 51% of shoppers browsed online, researched the product, read reviews, and then purchased at a brick and mortar store.

Recommendations on future studies of professional sports apparel would be beneficial seeing as 94% of consumers purchase professional sports apparel, based on results from the survey that was administered. A second recommendation would be to uncover whether shoppers used a hand held device such as a cellphone or tablet to research, compare prices, or read reviews in a store before the consumer purchased professional sports merchandise.

Keywords: Online; Consumer behavior; Professional sports merchandise; Webrooming; Omni-channel Marketing

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Chapter One: Introduction

An astounding 77% of shoppers would return to a retailer's website if the merchant offered to help find a specific item online (eMarketer, 2015). Buyers have not purchased merchandise on a website for a number of reasons discussed in this chapter. Consumers have advanced their shopping habits from just an in-store experience to online over the last 10 years. Shoppers use a business's website to research products, read reviews, compare pricing, and complete a purchase (Javadi, Dolatabadi, Nourbakhsh, Poursaeedi, & Asadollahi, 2012). According to Javadi et al., (2012) the analysis of online purchase behavior had been a top research priority in the past decade. Consumer behavior no longer was defined as the decision making process only when a product was purchased. Researching products online is now classified as consumer behavior (Kardes, Cronley, & Cline, 2014, p. 7).

Lobaugh, Simpson, and Ohri (2015) research discovered that 67% of buyers browsed a retailer's website prior to a purchase in stores. Marketers realized shoppers researched products online for a few reasons: to see which stores had lower prices, to get more product information, or the consumer read reviews (Fallon, 2014). A consumer who browsed online and then purchased the product in a store is called a webroomer (Fallon, 2014). Research uncovered only 53% of consumers have also showroomed. Showrooming denotes a consumer who browsed in a store then purchased online (Merchant, 2014). The focus of webrooming made marketers reanalyze marketing strategies. Companies realized that consumers did not want to pay for shipping and instead wanted instant gratification. Shoppers did not want to wait for the product to be delivered (Merchant, 2014).

Zhang and Won (2010) stated that online consumer behavior was somewhat of a mystery to marketers. Before the realization of webrooming, marketers believed the abandon rate of the

website or shopping carts online was due to other factors such as bad websites, trust issues, and high shipping costs (Ardizzone & Mortara, 2014). With the introduction of e-commerce sales, research suggested that marketers looked at conversions, and did not take into consideration that a consumer browsed on a website and proceeded to stores (Zhang & Won, 2010). In 2015 consumers browsed websites mostly for hard-line (toys and trinkets) and soft-line (jerseys and hats) then purchased in a store (Miranda, 2015). Research information from Miranda (2015) showed proof that more professional sports consumers were webrooming. Before the National Football League (NFL) approved permission to online retailers for the sale of professional sports merchandise, the possible company's website had been reviewed to make sure the company purchased three million dollars in licensed merchandise per year (Miranda, 2015). Marketers who sold professional sports merchandise, and the NFL knew behavior patterns of consumers to understand where and how consumers made a purchase.

In 2005 little was known about sports e-commerce, "Despite the popularity and prevalence of the Internet very little is actually known about the web-based sports retail-marketing online activities" (Miller & Veltri, 2005, p. 1). There had been little research on the topic of what motivated sports consumers to purchase professional teams' merchandise online (Miller & Veltri, 2005). The result of this study by Miller and Viltri (2005) was imperative to understand which channels the licensed marketer needed to allocate the different types of merchandise.

The lack of information in previous years when a consumer browsed online and purchased in a store left marketers seeking more data. One possible explanation could be that most internet users were reluctant to purchase on the internet. This explanation was supported by eMarketer's that estimated, "Only 13% of all US internet users would make a purchase on the

internet in 2003" (Zhang & Won, 2010, p. 1). In 2010 consumers hesitated when asked to enter a credit card number or personal information on a website as opposed to present day (Zhang & Won, 2010). Research compiled by Kumar and Mishra (2012) discovered that online shopping was an interpersonal exchange where a consumer shared personal information, such as a credit card number with a company was considered a consumer risk (Kumar & Mishra, 2012). If consumers felt the website they were visiting was not secure, they abandoned the shopping cart, left the website, and purchased somewhere else online or in a brick and mortar store (Zhang & Won, 2010).

An article by Ardizzone and Mortara (2014) about consumer motivation for online shopping described perceived risk as the largest deterrent of not following through with an e-commerce purchase. If a website did not look safe to submit personal information, the potential customer left and purchased in a store or on another website (Ardizzone & Mortara, 2014). Three main factors online consumers looked for were: a fair or good price, convenience, and trust (Ardizzone & Mortara, 2014). Learning what motivated and what discouraged a consumer to make an online sale gave marketers an idea of the consumer and how to convert browsing behavior into a sale.

Analytic data tools such as Google Analytics showed purchase behavior on a website as well as return on investment (ROI). When a consumer visited a website and left, analytics showed no conversion calculated, but they may have purchased in-store after browsing (Zhang & Won, 2010). A practical example would be a wife that searched for a Green Bay Packers baseball hat for her husband for Father's Day. She may have researched on www.lids.com to find out what types of hats were available: fitted, adjustable, or stretch fit. When she decided on the hat she either purchased online or went to a store to buy it. Marketers looked for the

motivation of what made the consumer go to a store or made a purchase online so they improved, and adapted websites and offers (sellers) or provided different styles (professional teams) (Zhang & Won, 2010).

Stilson (2014) predicted by 2017 all e-commerce sales should hit $370 billion, and webrooming will result in $1.8 trillion in sales for companies (Stilson, 2014). Forester's (2014) research posed the question to consumers, "Why would you look online for an item before going to the physical store to make a purchase?" (Stilson, 2014, p. 1). The response: most people did not buy online because the consumer did not want to pay for shipping (47%), the consumer looked at inventory and planned on buying in the store (42%), and after the consumer realized out how long shipping would take consumers did not want to wait to buy it (23%) (Stilson, 2014).

Research in an article by iQmetrix (2015) stated that only 32% of businesses provide inventory levels of the merchandise online, but 71% of customers want to find out if a retailer has a specific item in stock. Marketers offered free shipping to combat that 47% who bounced from the website. Also, marketers offered free ship-to-store as an option and the company easily converted the browsers who looked at inventory levels, into a sale (Stilson, 2014). The sporting goods market generated $8.25 billion in licensed team merchandise sales in 2007 (Funk, Beaton, & Alexandris, 2011). Marketers capitalized on this information and tweaked some things such as free shipping, making sure inventory levels were visible and added a ship to store option that increased the bottom line (Funk et al., 2011).

The conjectural background for the current study on consumer behavior of online sport merchandise was formulated from marketing theories, and a sports survey tool from Yoo (2015) developed to explain online consumer behavior of professional sports merchandise. The purpose

of this study was to find out whether consumers webroomed when they shopped for professional sports merchandise online, or if the consumers just purchased online (Zhang & Won, 2010). Questions were asked if sports merchandise was purchased in a store after the consumer browsed on the website, whether the consumers shopped in a store because inventory levels were low, or did not trust when the consumer submitted personal information on a website. The findings of this study may help sport marketers as well as professional sports team administrators to understand the buying habits to better increase sales, and to get a return on investment. Diving deeper into sports consumer online shopping behaviors, sport consumer motivations, Omni-channel retailing, webrooming, and e-commerce motivation can help sellers, and professional sports teams understand buying behavior of professional sports merchandise online to better place merchandise and provide a ROI.

Chapter Two: Literature Review

Research had been done on sport consumer online shopping behaviors, sport consumer motivations, omni-channel retailing, webrooming, and e-commerce motivation. These five topics have helped businesses and professional sports teams understand why and where the consumers purchased merchandise. Research exposed that there had been a lack of information on consumer behavior when purchasing professional sports merchandise. By understanding the buying habits, sellers, and professional sports teams can learn how to market to the customer and benefit from a ROI.

Sport Consumer Online Shopping Behavior

Sports fans have been found to purchase merchandise online based on a number of factors. Social media and consumer reviews have helped influence online sports shopping behavior. The following two research studies will explain further.

A qualitative journal article by Forbes (2013) interviewed 249 consumers to uncover purchase decisions. The author listed a series of topics that were covered in the face-to-face interviews and were given in an open ended question format. Consumers were also asked to discuss the products purchased. The sample population was consumers who had made a recent purchase based on a review the consumer had read on either Facebook or Twitter. The author described the methodology of obtaining consumers for the interview. Trained interviewers sought out college level students who were active on social media outlets, and had made a purchase based on recommendations posted on Facebook or Twitter. The author stated the questions were geared at finding out if social media recommendations played a role in the purchase of their product or service (Forbes, 2013).

The Forbes (2013) study uncovered that 75% of the sample size had purchased an item within one day (24 hours) after reading product recommendations from a social media site. The author was concerned at the fact that social media was still considered by many consumers as a new topic. The author recommended that more research be conducted on using social media for advertising, and if this form of marketing influenced consumer behavior. This study dealt with consumer behavior because of social media, but it looked at digital/online advertising rather than the word of mouth approach. The author also mentioned additional research should be conducted on the types of products (large dollar amounts compared to smaller dollar amounts) consumers purchased based on social media recommendations. This research was relevant for sports marketers; knowing this information helped professional sports merchandise websites. Sports marketers added consumer reviews to each product on the e-commerce site. Researchers believed this could be an enhancement to a website which captured a final sale online (Forbes, 2013). Product recommendations, consumer reviews and social media all play role in influencing a sale online. Researchers also found when sports consumers were in a winning season, more merchandise was purchased (Cottingham, 2012).

A qualitative study by Cottingham (2012) analyzed and observed Pittsburgh Steelers fans in sports bars and at Heinz Field during a game. Cottingham (2012) wanted to understand any rituals, and observed the emotional behavior of fans at a professional sports game. The author looked at Steelers fans from a nonintrusive point of view and the fans interacted in their natural habitat. When Cottingham (2012) selected a team to study, he realized that in 2008 and 2009, the Steelers had the highest ranked fan base according to ESPN. The study discovered large emotional energy when the team was doing well. The study unexpectedly uncovered that warmer weather attracted more families that attended. The Cottingham (2012) believed that

further studies across multiple teams were necessary to further develop the study. Sport marketers learned that emotional behavior sparked a purchase of sports merchandise. Marketers offered up mobile ads during a winning game that promoted professional sports merchandise, and increased sales and online conversions (Cottingham, 2012).

Sport Consumer Motivation

The purchase of sports products online as well as offline is based off of multiple motivating factors. The following studies will discuss what motivates consumers to purchase online or in a store. Research was reviewed from a number of authors.

A quantitative study done by Yoo (2014) took a look at consumer behavior of sports products purchased online. The author surveyed 527 college students spanning 14 universities in the United States. The author realized that trust motivated consumers when they purchased online. If a consumer did not trust the website, the consumer did not make a purchase. When the author looked at research prepared specifically about an online purchase of sports merchandise, Yoo (2014) discovered that little research existed. The research the author revealed focused on what motivated the sports consumer to purchase, and not on the multiple channels the consumer used to make the purchase. Yoo (2014) also stated that an average consumer and a sports consumer differed due to the relationship the consumer had to a particular team. The study done by Yoo (2014) looked at the broad group of sports consumers, but the study done by Bristow and Sebastian (2001) narrowed down the study to just college students.

A quantitative journal article by Bristow and Sebastian (2001) discussed the study of college students and brand loyalty that depended on the success of the Major League Baseball team, specifically the Chicago Cubs franchise. The sample population consisted of confirmed Cubs fans that attended a local restaurant/bar before three home games spread out among

months, all played against different teams. The administration of the questionnaire was pretty simple; when the author sifted through the data the results were a little more complex. The administrators of the survey used many methods and used Holbrook nostalgia proneness scale as well as chi-square analysis (Bristow & Sebastian, 2001).

The findings of the Bristow and Sebastian (2001) study uncovered brand loyalty and childhood exposure motivated an avid baseball fan to continue to purchase merchandise, due to the social and emotional ties the fan had to the team. The authors commented on the use of Holbrook's nostalgia proneness scale, and how it was used for global and general assessment of questionnaires on consumer behavior, not necessarily relating to the Chicago Cubs or professional baseball. The authors recommended further studies and exploration on this topic (Bristow & Sebastian, 2001).

When the authors looked at consumer behavior, a professional baseball team was a little different when the brand brought larger experiences and emotional ties than most brands. Another statement from the authors for future research initiatives was to examine the reasoning behind low fan attendance for Minnesota Twins games, compared to high fan attendance for Chicago Cubs games during the same time frame. The history of a losing streak was much the same between the two teams, and finishing last in the leagues was another common trend. Sport marketers used this research as a turning point to play on the brand loyalty factor with fans that have grown up with the team (Bristow & Sebastian, 2001). Loyalty and brand relationships are both discussed in the research studies done by Bristow and Sebatian (2001) and the following study.

Research by Funk, Beaton, and Alexandris (2012) discovered that sports consumers were motivated to purchase sports merchandise by different factors than general consumers. The

authors surveyed 1222 consumers, both male and female, between the ages of 25-44 years old that had attended at least one professional sports game. The authors learned that sport fans have a relationship with a team and relate to the team when deciding to purchase merchandise. When the authors looked at the market for professional sports merchandise, they stated, "The sporting good market from which $8.25 billion in team licensed merchandise is generated has experienced slow growth between 2003 and 2007 in the United States" (Funk et al., 2012, p. 1)." Sports marketers understood the market was in a slow growth, but any growth was an improvement. The study showed 80% of the consumers surveyed purchased and wore professional sports merchandise. The authors suggested an additional study should be done to understand why the other 20% of fans did not purchase professional sports merchandise (Funk et al., 2012). This study surveyed a broad spectrum of the population, whereas the study done by Bae and Miller (2009) narrowed down the research to just college students.

A quantitative research study done by Bae and Miller (2009) surveyed 822 college students; 376 male and 446 female. The study investigated the logical differences behind a sports apparel purchase made between the two genders. Three categories the authors looked at were fashion, impulse purchase, and brand consciousness of a team. Research detected that males purchased more and spent more, but females took longer to shop for sports merchandise and spent less money. The authors came across the fact that there were gaps in research compiled on gender differences and patterns of sport apparel purchase. The study discovered that females who purchased sport apparel cared more about quality than males. Research has also uncovered that females believed a higher price had a direct correlation with higher quality. This new data explained why females purchased sport apparel at a higher price and believed it was a higher quality product as opposed to males who purchased more items and spent more, but

did not consider the quality of the apparel (Bae & Miller, 2009). Another sport consumer survey that looked at motivation of college students was the study done by Kwon and Armstrong (2006).

A study by Kwon and Armstrong (2006) looked at an impulse purchase of team licensed merchandise among college students. The questionnaire was administered to 464 students at Midwestern University. The study uncovered that 30% of total licensed team merchandise was made as an impulse buy. The authors noted that financial resources were a factor in a purchase, meaning the price of professional merchandise needed to be set so consumers could afford to purchase the product. The authors suggested sport marketers needed to ramp up marketing campaigns to sell merchandise on Fridays, and before college breaks to prompt college students to purchase on an impulse. The authors also suggested continuing the research among a larger population. Sport marketers took the information to recognize, not every purchase was researched and well thought out, businesses needed to understand to capitalize on an impulse purchase and where the customers made those impulse purchases and why they did this (Kwon & Armstrong, 2006).

Omni-Channel Retailing

Sports consumers view and purchase merchandise through different channels. A phrase called Omni-channel marketing and retailing in new to the business industry. Omni-channel retailing is discussed in the research of the following studies.

A journal article by Verhoef, Kannan, and Inman (2015) discussed the topic of Omni-channel retailing. "Omni-channel retailing is taking a broader perspective on channels and how shoppers are influenced and move through channels in their search and buying process" (Verhoef et al., 2015, p. 1). In 2015 there were more marketing channels, and technology such as mobile

devices, tablets, social media, and offline retailing. Consumers now use more than one channel to research before a purchasing decision is made. The author offered an example of an online retailer who opened a brick and mortar store. The sales numbers increased in the physical store location, but did not have much of an impact to the online store. Research showed that e-commerce sites helped to make an in-store purchase, but the reverse process of using in-store shopping to make an online purchase was not as effective (Verhoef et al., 2015). Omni-channel retailing tells companies where and how customers are looking at a website, another study by Wolny and Charoensukasi (2014) will discuss this further.

A qualitative journal article by Wolny and Charoensukasi (2014) examined the multi-channel decision making process consumers went through daily. Three definitions were explained in the article: Zero Moment of Truth (ZMOT), showrooming, and webrooming. ZMOT was defined as the first interaction a consumer had with a brand on a social media site. Showrooming was defined as the process of a consumer viewing a product in a store, and then leaving to purchase it online. Webrooming was defined as a consumer researching a product online on a computer or mobile device, and then going to a store to purchase the product. The authors felt that it was important for marketers to understand the consumer purchasing decision was more complex than it used to be. The study consisted of a personal diary and interviews of 20 females. The study discovered some channels were used multiple times in the decision making process before a purchase was made, and the consumer used channels at the same time in conjunction with another channel. The study also found feedback from a friend via social media helped with an impulse purchase. The authors learned where the customers obtained information to make the purchase. Marketers provided information on the product and displayed

customer reviews (Wolny & Charoensuksal, 2014). A study completed one year prior to Wolny and Charoensuksal's (2014) study also uncovered similar data.

Research by Deloitte (2013) in the form of an onmni-channel consumer survey sought to gain statistical information on consumers across multiple media online. When asked the question, "For which of the following activities do you use your [computer/smartphone/tablet]?" (Deloitte, 2013, p. 7), the largest response at 86% was 'Any of these'. About 74% of the consumers surveyed said they used the device to access third-party websites, 61% used the device to check details of a product, 56% used the device for discounts such as coupons or promo codes, 51% used to locate a store, and 51% also used the device to check the inventory of a product. Research also uncovered that consumers who purchased online were motivated to do so because they disliked shopping in a brick and mortar store. Consumers noted additional reasons for shopping online to include not being able to get to the store during hours of operation, the store location not being convenient, and the product purchased online being sold out at the store (Deloitte, 2013). Deloitte (2013) research unveiled what the consumer was looking for and the study by Accenture (2013) sought to find how the consumer wanted to purchase what they were looking for.

A benchmark analysis done by Accenture (2013), a management and technology company, researched what consumers wanted when they made a purchase. For the purpose of this study, Accenture administered a poll to 750 United States consumers. The study unveiled the fact that consumers wanted to see a seamless transition from a brick and mortar store experience, to the same products and pricing available on the online store and optimized for mobile and tablets. When the author discussed what the consumer wanted Accenture stated, "They require a presence at every stage of the customer journey to deliver a consistently

personalized, on-brand experience from discovery through research, purchase, fulfillment and beyond to product maintenance or returns" (Accenture, 2013, p. 1). Consumers wanted to see outstanding service at every point of the shopping experience with a company (Accenture, 2013).

The Accenture study (2013) revealed that only 73% of companies had the same pricing online as well as offline in brick and mortar stores. The researcher decided to observe what consumers expected as far as product assortment between online and offline. The study noticed almost 50% of consumers expected to see the exact same product assortment in the brick and mortar store and purchase online. Businesses learned from the study, marketers realized consumers wanted a seamless transition from online to offline on all devices at all stages of the purchase. Businesses enhanced user experience online and strived to implement all merchandise on the company's website which enhanced the user experience (Accenture, 2013).

Webrooming

The use of Omni-channel strategies will help businesses as well as sport marketers if executed correctly. A seamless transition between an e-commerce site and a store is what consumers are looking for (Accenture, 2013). The topic of webrooming is important as well, and the following studies will explain more.

A journal article by Kisseberth (2014) discussed the topic of webrooming. When a consumer webroomed, the consumer bridged the gap between an online and offline purchase. In the past, businesses saw online purchases (e-commerce sales) and offline (in-store sales) as two separate transactions, marketing avenues, and purchase platforms. Consumers used websites as a marketing piece that drove an in-store sale. Companies investigated consumer reports and product reviews on company's websites because it was important to the customer to move forward with an in-store purchase. The research revealed that product reviews and consumer

reports could make or break a sale for a consumer (Kisseberth, 2014). Kisseberth (2014) research communicated to businesses that consumers were webrooming, but the research compiled by Shannon-Missal (2014) sought to find where purchasers were webrooming.

A quantitative business article written by Shannon-Missal (2014), the managing editor at The Harris Poll Company, surveyed 2042 adults over the age of 18 in the United States. Shannon-Missal looked for information regarding what areas in the United States webroomed more so than other states. The study determined that the metro area of San Francisco, California, was the top market for webrooming at 84% of the population, followed by Philadelphia at 78%. The study also found what types of products people were webrooming. The study came across the largest type of purchase that was webroomed in the United States was appliances with an average of 48%. Clothing in retail chains was detected to be at 32%, followed by 29% of clothing for "big box" retailers. Knowing geographically where the most people were webrooming was a huge advantage, especially for sports teams in the San Francisco market. When sport team marketers wanted to move where they were selling their professional team clothing, it was important to know that 32% of the consumers were participating in webrooming (Shannon-Missal, 2014). Companies know where customers are webrooming based on research by Shannon-Missal (2014), Eichmann (2015) research explains how to digitally reach those customers.

A quantitative report from Eric Eichmann, the president and COO of Criteo, a digital and online performance company, released information in January 2015 that helped companies stay ahead of the game that explained consumer's online purchase behaviors. "Advertisers who stay ahead of the curve by making sound investments in solutions like cross-device targeting and mobile-optimized websites, and apps will be best positioned to meet consumer demand, and

generate sales" (Eichmann, 2015, p. 1). This information was used by companies to understand where to place digital advertising that assisted in an in-store purchase. Consumers were using mobile devices to research a purchase, which let businesses know they should have allocated money towards mobile advertising that would have drove in-store purchases. Criteo examined why consumers clicked on mobile ads. They learned that over 50% of companies who were served up digital ads ran advertisements that contained editorial content mixed with nonintrusive ads. Understanding this research information was imperative for companies when the companies looked at the mobile ad strategies for the future. Professional sports teams looked at this information and shifted some advertising dollars to nonintrusive mobile ads that were mixed with content the fans wanted to read, which increased website traffic in hopes the consumer made an in-store purchase (Eichmann, 2015).

E-commerce Motivation

A consumer will purchase online or offline. Whether a purchase is made by webrooming, or showrooming there are motivations behind the purchase. Knowing that consumers browse online and sometimes purchase in a store, e-commerce companies can learn what motivates consumers to purchase online from the following studies.

Nanji (2014) administered a survey to 1,000 consumers, males and females, age 18 and older. This survey sought to gain a better understanding of online consumers who made a purchase. The author revealed 55% of consumers who purchased online said customer reviews were important and influenced the decision of the purchase. By adding customer reviews or a review plug-in on a business website, this lead to increased online sales. The study unveiled 28% of online consumers abandoned the shopping cart because the cost of shipping the item was too high. By lowering shipping costs or offering free shipping or flat rate shipping, a company

capitalized on that 28% of online consumers who did not purchase because of high shipping prices. The study also uncovered an average of 54% of consumers returned to an abandoned shopping cart to complete a purchase when the consumer was offered a discount. This information was found to be valuable for companies because the companies can setup a tracking pixel on the shopping cart page. As soon as a consumer abandoned a shopping cart companies can send the potential customer a discount email with a link back to the shopping cart. By doing this, the business can hopefully turn an abandoned shopping cart into a sale and repeat customer. The survey participants ages 25-34 years had the highest percentage at 72% saying they would go back and purchase out of the abandoned shopping cart if a discount was offered. Knowing this information, marketers can use this if their company wanted to target consumers in the age range of 25-34 (Nanji, 2014). The article by the *Washington Post* found more motivating factors.

An article published in the *Washington Post* (2015) discussed the on and off-line purchasing patterns and motivations of shoppers. Before the recession, companies were worried about customers who browsed in-stores then purchased online. Research by PricewaterhouseCoopers (PwC) detected that customers did not make an impulse purchase, instead customers researched products, and read customer reviews before the consumer purchased in a store. Research also uncovered 7% of the purchases made last year were online compared to in-store. The author pointed out the customers who bought sports merchandise wanted to feel the product before the customer purchased. Knowing this information can help sport marketers ramp up information points on a company's website so the customer is able to gain product information. A company can add a QR code by the product in the store that would link to the product page online, and could aid in a sports merchandise sale (Halzack, 2015).

A whitepaper published by Bazzarvoice (2015) discussed the topic of how consumers used a mobile device to aid in a purchase. The authors stated that consumers should not separate online and in-store, but to be thought of as the consumer experience. Research unveiled 80% of consumers who owned a smartphone were also a smartphone shopper. Bazzarvoice predicted that by 2016 the percent will increase to 85%. The conversion rate of a customer who read reviews prior to a purchase were 133% more likely to purchase the product than a customer who did not read a review. The whitepaper noticed a large number of people used cellphones as alarm clocks. Consumers saw mobile messages and emails before they stepped out of bed. Once the consumer reached the store 84% of people who own a smartphone have researched a product on a mobile device while in a store. Companies should offer Wi-Fi in-stores and hang signage around that promoted free Wi-Fi. In an indirect way Wi-Fi promoted webrooming, signage directed the consumer to research and learn more about the product, and then the consumer bought the product in the brick and mortar store (Bazzarvoice, 2015).

A survey done by Nielsen and The Harris Poll (2014) polled 2,241 adults in the United States. The study indicated about 40% would rather make a purchase in-store than the 20% who purchased online. The research about online shipping was a major pain point in the survey, 81% of the consumers said free shipping would sway an online purchase. Table 1 stated the question, "Which of these are among your biggest online shopping pet peeves? (Shannon-Missal, 2014, p. 1). Clothing had the highest percent of people who had made a clothing purchase online in the past at 69%. Following clothing was digital content such as music, movies, and eBooks at 59%. Table 2 stated the question, "Now thinking about shopping online, which, if any, of these devices have you ever used to make an online purchase within each of these categories" (Shannon-Missal, 2014, p. 1). Marketers had been successful when the company advertised free shipping

or flat rate shipping offers in the past. While in-person shopping had been favored over online shopping, businesses came across ways to market to the demographic that had purchased online in the past (Shannon-Missal, 2014).

Conclusion

To conclude, research about sport consumer online shopping behaviors, sport consumer motivations, omni-channel retailing, webrooming, and e-commerce motivation had been prominent over the years, but in-depth information was lacking on the topic of online purchase behavior of sports merchandise. One key concept in the literature reading that was missing was webrooming. By understanding the buying habits of sport merchandise consumers, companies learned how to market to the customer and in return get a return on the investments. Online Sport Consumer Purchase Behavior Survey (hereafter called "Behavior Survey" , refer to Appendix C) was beneficial research for a both a marketer looking to sell professional sports merchandise, and a professional sports league to find out the behavior patterns of consumers to know where and how the consumers made a purchase. By using this information, both sellers and professional sports teams, can look at where product is being sold and understand that browsing on a website can still result in an in-store sale.

Chapter Three: Methodology

This chapter elaborates on the research instrument used, and the data collected in the Behavior study. The purpose of the study was to uncover if online consumers were webrooming when they purchased professional sports merchandise. Participants, instrument, procedure, modification, data analysis, ethical considerations of the Behavior study are all discussed and summed up in the summary.

Participants

The quantitative study on sports consumer webrooming tendencies was administered to 100 college students enrolled at Concordia University- St.Paul from June 24, 2015- July 1, 2015. The process included Concordia University- St.Paul email approval and the Concordia Universtiy- St.Paul IRB Approval Form from the IRB board (see Appendix A, the IRB Approval Forms). Students were asked to complete the nine question instrument (see Informed Consent form, Appendix B and Survey, Appendix C). Of the 100 total participants, 27 were male (37.5%) and 45 were female (62.5%) that completed the survey, 28 participants chose not to answer the question on gender.

Instrument

The administrator developed a multiple question instrument that consisted of both purchase behavior questions and demographic questions. The questionnaire also included questions about the use of the website, usefulness, trust, attitude, online purchase intentions, online purchases, and sports identification. Most of the questions were based on a five point Likert scale, one (1) being strongly disagree and five (5) being strongly agree. Other questions included yes or no questions, and a text field to state the type of merchandise purchased.

The questionnaire used in this study on sport consumer behaviors was based on the Internet Sports Product Purchase Behavior Survey developed and conducted by Yoo (2014) from the University of Minnesota. The research tool was modified to tailor the questions to 'sports merchandise' instead of 'sport products' each time it was mentioned. Questions were modified was to avoid saying, 'using the internet' as this implied research online rather than a possible purchase in a store. Yoo (2014) based the survey questions off of five scholarly documents by Davis (1993), Pavlou (2003), Porter and Donthu (2006), Dee, Bennett, and Villegas (2008), and Gefen, Karahanna, and Straub (2003). The modified survey tool used in this research study is referred to as Behavior Survey (see Appendix C).

Procedure

The Behavior study was sent out via email to students at a Midwest university as a convenience sample. The study included a link to the survey hosted online (Survey Money website). All data was collected electronically by Survey Money as students submitted their surveys. Data was processes and the statistical information was provided to the administrator through a private link.

Modification

The first survey question that was modified from Yoo's (2014) survey was, "Have you ever purchased sport product using the Internet" (Yoo, 2014, p. 211) to say, "Have you ever purchased professional sports merchandise online"? In the third question equipment and tickets were removed from the original survey because they did not fall under the category of merchandise. Another modification that was done to the survey by Yoo (2014) was the split of a question from, "The website improved my experience in sports product searching and buying" (Yoo, 2014, p. 211) modified into two separate questions asked about product searching

(research online) and about buying online. In splitting the original question into two questions the author sought to find out if consumers were webrooming. A second question was split into two to find out if consumers were webrooming, "I used the website quite often for buying sport product" (Yoo, 2014, p. 213) changed to ask about the purchase of professional sports merchandise online and research professional sports merchandise online.

A few questions were added to understand whether consumers were webrooming or showrooming with sports merchandise. The second question of the Behavior Survey was, "In the last year have you purchased sports merchandise online after looking at it in a store"? This question was added as well as the third, "In the past year have you purchased professional sports merchandise in a store after browsing it online?" to find out if consumers were webrooming or showrooming professional sports merchandise. To make room for the added questions, the author removed the question, "Based on my experience with the website, I know it understands its market" (Yoo, 2014, p. 212) and "Based on my experience with the website, I know it is not opportunistic (Yoo, 2014, p. 212) due to the reasoning the average means in the study were around 5, meaning the answers are neutral or the college students did not understand the question. The question was not relevant for what the researcher was striving for.

The specific questions used in the Behavior Survey (a modified version of survey document by Yoo (2014)) were broken out by category; perceived ease of use, perceived usefulness, trust, attitude, attitude/association, online purchase intentions, online purchase, and sport identification. The categories perceived ease of use, usefulness, and trust were based off of the research study done by Gefen (2003). The questions in the Behavior Survey that inquired about the attitudes consumers had towards a website that sold professional sports merchandise was based off of research done by Davis (1993). Online purchase intentions of professional

sports merchandise on a website questions were based on research compiled by Pavlou (2003). Questions in the Behavior Survey about online purchases were based off of research by Porter and Donthu (2006). Questions about sport identification were derived from a study done by Dees (2008). Lastly, questions about attitude and association were based on research completed by Yoo (2014). Refer to Table 3, Scale Items and Constructs for the breakdown of the question by category.

Data Analysis

Diving into the methodology of Scale Items and Constructs (see Table 3), Gefen et al., (2003) stated that trust of the online business is formed three ways. Trust was developed when a consumer believed the business did not need to cheat the customer. Trust was also built when the website felt safe and consumer's private information looked safe to enter. Lastly, trust was built with an easy to maneuver website (Gefen et al., 2003). Behavior Survey asked six questions about the ease of use of the website that consumers purchased professional sports merchandise on. Behavior Survey also looked for feedback on the perceived usefulness of the website for seven questions and five questions about the trust of the website.

Along with trust, attitude towards a website might have hindered a customer from making a purchase. Research by Davis (1993) investigated why consumers accepted or rejected a website based upon the attitude towards a company. "The present research uses the technology acceptance model (TAM) to address why users accept or reject information technology and how user acceptance is influenced by system characteristics" (Davis, 1993, p. 475). The TAM model had been around since 1975 and looked at the correlation between attitude and the behavior of the interaction (Davis, 1993). The Behavior Survey asked consumers to rate the experience of

the website they purchased professional sports merchandise from based off of a 5-point semantic differential rating scale originally utilized by Ajzen and Fishbein (1980) (Davis, 1993).

Yoo (2014) had also researched attitude along with association the consumer had while purchasing professional sports merchandise online. Three questions were asked to understand how the consumer made the decision to purchase sports products online: was the experience enjoyable, pleasant, and fun (Yoo, 2014)? Once a marketer understood the attitude a consumer had towards a business selling merchandise, marketers needed to know the intentions of the consumer. The research done by Pavlou (2003) examined online purchase intentions, and the Behavior Survey asked three questions about the intention to buy professional sports merchandise online now and in the future.

Research by Porter and Donthu (2006) observed beyond the intent to purchase and studied the online purchase. Three questions were asked in the Behavior Survey about the use of the website which related to the research compiled in 2006. Porter and Donthu (2006) determined that consumers who had higher positive attitude towards making an online purchase were in direct correlation with having higher internet usage than other consumers in the study. The more a consumer used the internet, the more the consumer was apt to make a purchase (Porter & Donthu, 2006). Furthermore, when consumers had a direct association with a sport and/or team the consumer purchased more merchandise (Dees et al., 2008).

Ethical Considerations

The Informed Consent Form (see Appendix B) stated that the survey was voluntary and the student could abort the instrument at any time. There were no known risks associated with the student answering the questions of this survey. Also, all students were anonymously entered into the Survey Money tool. All human participants were protected in this study.

Summary

The quantitative survey instrument was constructed with the use of a tool done by Yoo (2014) and modified to fit the purpose of the Behavior study. The nine question survey tool was administered to college students during an eight day period to collect 100 surveys, and answers were fed into the Survey Monkey website. The data was analyzed as a quantitative study by calculating the percent overall for each yes/no and multiple choice questions. Data for the five point Likert scale questions were analyzed by a weighted average. Results were calculated and will be expanded upon in Chapter Four.

Chapter Four: Results and Discussion

This chapter discusses the research and data collected from the Behavior Survey, and compares the results to previous research. The findings of the survey were in line with the author's speculations of consumer behavior of online professional sports merchandise. More consumers webroomed than showroomed, implying that more purchases were made in stores. Of the 100 responses 58% said they had purchased professional sports merchandise online (see Purchased Professional Sports Merchandise Online, Table 4). With the response of 58% this gave the administrator a pool of 58 consumers who completed most of the next eight questions (see Table 5), questions were not required to be answered.

Study results detected that 58% of buyers did not look at merchandise in a store before making an online purchase (see Purchased Professional Sports Merchandise Online, Table 4). This act of showrooming let researchers know that most consumers used a company's website to research products, read reviews, compared pricing, and then possibly made a purchase (Javadi et al., 2012). This was in correlation with the research results from the Behavior Survey where 51% of shoppers purchased professional sports merchandise in a store after browsing online (see Table 6). This was in correlation to Deloitte Digital (2015) whom discovered that 67% of consumers browsed a retailer's website prior to a purchase in a store (Lobaugh, Simpson, & Ohri, 2015). Also the outcome of the Behavior Survey were in line with research by Miranda (2015) customers had browsed on a website to purchase hard-line (toys and trinkets) and soft-line (jerseys and hats) then purchased in a store (Miranda, 2015). The main goal of the Behavior Survey was to find out if shoppers purchased professional sports merchandise online or whether

more consumers webroomed. The results of this study of Sport Consumer Shopping Behaviors exposed that the majority of the survey participants webroomed.

The research by Miranda (2015) supported the outcome of question four (see Table 7, Type of Merchandise Purchased). The professional sports merchandise the consumers purchased on a website included: apparel (94%), footwear (34%), accessories (25%), novelty items (19%), sports news/information (subscription) (15%), and other (7%). A study done by Forbes (2013) mentioned additional research should be conducted on the types of products at large dollar amounts verses smaller dollar amounts. This was parallel to the results of question four since the largest purchases were in the apparel category, such as team jerseys.

Question five of the Behaviors study inquired about the name of the website where the consumers purchased the professional sports merchandise. The results came back stating 34% of consumers purchased professional sports merchandise on a seller's website, 19% purchased on a sports league's website, and only 9% of consumers purchased directly from the team. The website that had the highest amount of orders was amazon.com at 21%. Table 8 displays the breakdown by website. This was critical information for sellers to understand consumers are frequenting websites such as Amazon, Dick's Sporting Goods, Nike, and Eastbay for a purchase, and not directly from a team's website or a league's website. Consumers may have researched on team's websites, but when it came to actually purchasing sport merchandise, the consumer purchased in-store or on a website.

Question six of the Behaviors study asked consumers to rate on a five point Likert scale if the consumer Strongly Disagreed with the statements or Strongly Agreed with the 28 statements, (refer to Table 9,Most Recent Online Purchase of Professional Sports Merchandise). These statements were classified perceived ease of use, usefulness, trust, attitude, attitude/association,

online purchase intentions, online purchases, and sport identification (Gefen et al., 2003; Davis, 1993; Yoo, 2014; Pavlou, 2003; Porter and Donthu, 2006; and Dees et al., 2003). The statements that ranked the highest were perceived ease of use, "The website was easy to use" with a weighted average of 4.15, "It was easy to become skillful at using the website" with weighted average of 4.13 as well as trust ranking 3rd, "Based on my experience with the website, I know it is honest." Results also showed that consumers did not spend a large amount of time on the website when the purchase was made, "I spend a lot of time on the website for buying professional sports merchandise," which had a weighted average of 2.80. Weighted average was calculated based on each statement, such as Strongly Agree, was assigned to a number, and the average of the total quantity for each statement was averaged.

The Behavior Survey uncovered a consumer who purchased professional sports merchandise who had a relatively good experience (refer to Table 10, Most Recent Website). The customer satisfaction after a purchase was made was just as important as the buying process. Consumer behavior included researching the product, a purchase, and the after purchase satisfaction (Kardes et al., 2014, p. 7). Research discovered 89% of the consumers had a 'quite good' to 'extremely good' experience making a purchase online. Only 3% of consumers had a bad, harmful, and negative experience, while 93% had a positive encounter with the website when purchasing professional sports merchandise.

Dees' (2008) research observed the association a player has to a team or sport. The Behavior Survey discovered that the shoppers, who purchased merchandise ranged from strong fans to a non-fan (see Table 11). Having a wide range of sports fans illustrates the Behavior Survey to be a decent population sample. The study also uncovered that 62% were female and 38% were male, with 28 study participants not responding. The 28 participants could have

wanted to remain anonymous, but should not affect the overall results of the study. Overall, the Behavior Survey provided a respectable amount of information for sellers and sport's teams to take away.

Chapter 5: Conclusions and Recommendations

Chapter five covers the conclusion of all of the research. Further recommendations based on gaps and limitations in research are also discussed. Conclusion and recommendation for future studies will be tailed by references, appendices and list of tables.

Conclusion

The purpose of the Behavior Survey was to uncover if consumers of professional sports merchandise were buying online or webrooming. In an effort to investigate the topic of Online Sports Consumer Purchase Behavior an extensive literature review uncovered lack of research surrounding online consumer purchase behavior of professional sport merchandise and webrooming. An existing tool created by Yoo (2014) was modified to create the Behavior Survey which was administered to 100 undergraduate and graduate students from Concordia University- St.Paul in the United States.

The Behavior Survey was revealed to match previous research of online consumer behavior as well as sports merchandise purchase behavior. Research discovered 51% of consumers webroomed professional sports merchandise and 58% of consumers purchased online (see Purchased Professional Sports Merchandise Online, Table 4). Results from the Behavior Study showed 34% of consumers purchased from a seller's website and only 9% purchased directly from a team. Information from this study as well as future recommended studies can help sellers as well as professional sports teams better market and understand the online and offline consumer patterns.

Recommendations

Question four of the Behavior Survey brings the author to recommend research just on consumer behavior of professional sports apparel since 94% of respondents purchased apparel online. Nearly all of the consumers purchased apparel. Now would be the opportunity to find out what research they did before purchasing or if professional sports apparel was more of an impulse purchase. A second recommendation would be to find out if consumers were using a hand held device such as a cellphone or tablet to research, comparing prices or reading reviews in a store before buying professional sports merchandise. Marketers have uncovered that Omni-channel marketing requires a seamless interaction with consumers regardless of what devise they used (Accenture, 2013).

Another recommendation for future research on this topic would be to dig deeper into social media purchases such as the Facebook "buy button" coming soon, the Twitter "buy button" that has an integration with Shopify, and the Pinterest "buy button" coming soon, to see if this new phenomena shifts the way consumers purchase professional sports merchandise. These three sites let consumers purchase a product and make it seem as if they are still on that social media site. The Tampa Bay Buccaneers had recent success with the Twitter "buy button" during the 2015 draft (Stambor, 2015). Since the Buccaneers knew the team would have the first round draft pick right away the team knew they wanted Jameis Winston. The team's director of digital decided to try the buy button since consumers turn to Twitter when there is breaking news such as draft picks (Stambor, 2015). The Buccaneers worked with Twitter to do a live test before draft day, then minutes after the draft pick it was announced the team tweeted a link to buy the new Tampa Bay Buccaneers Jameis Winston jersey. The digital team deemed it a success with 294 retweets and 233 favorites (Stambor, 2015).

A follow-up question should be added to the Behavior Survey if used in future research after question 5 asked which website consumers had purchased professional sports merchandise. A question should include why the consumer chose the website, free or discounted shipping, lower priced merchandise, unique merchandise, as well as a text box for other or to explain. Finding out the reason consumers purchased on the site rather than another site or a brick and mortar store would be key information to further understand the consumer's buying habits. A study done by Nanji (2014) discovered 28% of online consumers abandoned the shopping cart because shipping was too high. Learning if professional sports merchandise consumers abandon a shopping cart online because shipping is too high would be pivotal information for both sellers and professional sports teams.

The last recommendation for future research on this topic of sport consumer webrooming would focus on consumers' perceived ease of use for a website that sells professional sport merchandise. This study would investigate a correlation between a low perception of ease of use and an increase in purchasing in-store. An IBM Digital Analytics Benchmark report uncovered information from the 2015 Father's Day online sales (Davis, 2015). Sports retailers grew sales by 12% during the weeks leading up to Father's Day. Most retailers (83%) in the sports apparel category exhibited high-resolution, large images of the products which resulted in online sales (Davis, 2015). Making a website more user friendly, easier to recognize, and see product result in an online sale versus going to a brick and mortar store to make a purchase would be beneficial to the customer. The Behavior Survey discovered that more consumers are webrooming than making a purchase online.

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Appendix A

IRB Approvals

Concordia University-St.Paul email approval

Stephen Morgan May 21

to me

Hello Gina,

Your request for IRB approval has been granted. Please keep this email for your records.

Dr. Stephen Morgan
Chair, IRB

Stephen Morgan, Ph.D.
Professor of Psychology
Chair, Department of Social and Behavioral Sciences
Concordia University, St. Paul
275 Syndicate St. N.
St. Paul, MN 55104

Ph.: 651-641-8270
email: morgan@csp.edu

Concordia University-St Paul IRB form

7

Use this form to discuss the content requested from question 10 on the application

Evaluation Criteria	Answer Questions Here
Describe subjects (age, gender, numbers, etc.)	Both male and Female college students goal is 100
Purpose of Research	To gain knowledge on online consumer behavior of professional sport merchandise.
Procedures (attach surveys or other instrumentation)	Survey
Risks to the subjects; Benefits to the subjects	no Risks Benefits - gain consumer knowledge
Analyze risk-benefit ratio	no Risk vs. benefit of consumer knowledge to help marketers make more informed decisions.
Costs to the subjects (time, travel, finances, etc.)	No cost to the subjects
Method of obtaining informed consent	No informed consent for children, 18+ Identify myself (university - research project
Will deception be used? Why?	No deception
Privacy (how will you ensure confidentiality)	Let subjects know what their answers to the survey will be used for. Confidentiality will be maintained.

Concordia University
Saint Paul, MN
Protocol Form
Research Involving Human Subjects

Reviewed Classification Requested: _____ Exempt _X_ Expedited
_____ Full Review

1. Project Title: Consumer Online Purchase Behavior of Professional Sports Merchandise.
2. Principal Investigator: Name Tina Lynn Schampers
(first middle last)
Phone # 920-737-3202 College/Department
N8499 Lawn Rd
Investigator's Address
Seymour, WI 54165

3. Please list co-investigators:
_____

4. Duration of the Study: 10/2015 to 8/2015
start conclusion
[Protocol must be renewed annually]

5. Type of Submission: _X_ New _____ Renewal* ____ Modification
*Renewal refers to projects which are ongoing i.e. class related project which are conducted each semester or annually. The principal investigator must inform the Human Subjects Review Committee regarding the projects being implemented on an annual basis.

6. Will this research be conducted at a location other than CSP?
____ No _X_ Yes: If yes, attach approval documentation if appropriate.

Identify location of the study:
Green Bay / Appleton, WI Universities

7. Subjects (please estimate numbers):
____ patients as experimental subjects
____ patients as controls
____ minors (under 18) not English
____ CSP students/faculty/staff
____ pregnant women, unborn children
____ mentally disabled respondents
____ prisoners
____ normal adult volunteers
____ persons whose 1st language is
____ physically challenged
_X_ other College Students

8. Procedures: [Attach relevant materials such as questionnaires, interview schedules, written instruments, etc.]

X survey questionnaire	____ investigational device
____ interview, phone - in person	____ placebo
____ medical or other personal records	____ payment of subjects
____ filming, taping, recording	____ observation
____ participant observation	____ anthropological fieldwork
____ psychological intervention	____ incomplete disclosure of purpose
____ blood, tissue, secretia samples	____ other

_____

9. Check one:

____ faculty/staff research
____ fellow/post-doctoral research
____ student research (undergraduate)
X student research (graduate)

If the principal investigator is a student, please complete the following:

Advisor's Name Lana Huberty
please print
Address Office 208-01
Gangelnoff center
Telephone 651-632-6722
Advisor's Signature Dr Jana J Huberty

10. I have read and understand the Belmont Report on Ethical Principles and Guidelines for the protection of human subjects. This is available at http://ohsr.od.nih.gov/guidelines/belmont.html.

Signature _____

Appendix B

Informed Consent

Dear students,

Thank you for taking the time to participate in a research study about the online purchase behavior of professional sports merchandise. Your feedback is important in understanding purchase behaviors; please answer the following questions honestly. There are no known risks associated with answering the questions of this survey. The participation is strictly voluntary; you may choose to stop answering any questions if you feel uncomfortable. The survey will take roughly ten minutes to complete in its entirety.

All information collected will be confidential, and there will not be any connection to you regarding the results of the study as this survey is anonymous. The results and data of the findings may be published, but your identity will remain confidential. If you are interested in the results of this survey or have any complaints or concerns you can contact:

Gina Schampers
Concordia University- St.Paul
schampeg@csp.edu

By answering questions, you verify that you have read, understand the study, and agree to participate. You are also agreeing you understand this study is strictly voluntary.

Appendix C

Online Sport Consumer Purchase Behavior Survey

Consumer Behavior of Professional Sports Merchandise

1. Have you ever purchased professional sports merchandise online? Yes No

   If you select NO, please skip to question #8

2. In the last year have you purchased professional sports merchandise online after looking at it in a store? Yes No

3. In the past year have you purchased professional sports merchandise in a store after browsing it online? Yes No
4. Please state the type of professional sports merchandise you bought on the website listed above.
   1. Apparel _____
   2. Footwear _____
   3. Sports news/information (subscription) _____
   4. Accessories _____
   5. Novelty items _____
   6. Other (please name other) _____
5. Please state the name of the website you visited <u>most recently</u> to purchase professional sports merchandise.
   (_____)

6. The following are statements regarding your <u>most recent</u> online purchase of professional sports merchandise. Please rate the extent to which you ***STRONGLY DISAGREE (1)*** or ***STRONGLY AGREE (7)*** with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly Disagree				***Strongly Agree***
The website was useful for searching and buying the product.	1	2	3	4	5
The website was easy to use.	1	2	3	4	5
Based on my experience with the website, I know it is honest.	1	2	3	4	5
Given the chance, I intend to use the website to buy professional sport merchandise	1	2	3	4	5
The website improved my experience in professional sports merchandise searching	1	2	3	4	5
The website improved my experience in professional sports merchandise buying online	1	2	3	4	5
It was easy to become skillful at using the website.	1	2	3	4	5

Remember, the following are statements regarding your most recent online purchases of professional sports merchandise. Please rate the extent to which you STRONLGY DISAGREE (1) or STRONGLY AGREE (7) with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly Disagree				***Strongly Agree***
Based on my experience with the website, I know it cares about customers.	1	2	3	4	5
Given the chance, I would use the website to buy professional sports merchandise in the future.	1	2	3	4	5
The website enabled me to search and buy the product faster online.	1	2	3	4	5
Learning to operate the website was easy	1	2	3	4	5
Based on my experience with the website, I know it is not resourceful.	1	2	3	4	5
It is likely that I will transact with the website to buy professional sports merchandise in the near future.	1	2	3	4	5
The website enhanced my effectiveness in professional sports merchandise searching and buying online.	1	2	3	4	5
The website was easy to interact with.	1	2	3	4	5
Based on my experience with the website, I know it provides good service.	1	2	3	4	5
The website made it easier to search for and purchase the professional sports merchandise online.	1	2	3	4	5
My interaction with the website was clear and understandable.	1	2	3	4	5
Based on my experience with the website, I know it is predictable.	1	2	3	4	5
The website increased my productivity in searching and purchasing professional sports merchandise online.	1	2	3	4	5
Based on my experience with the website, I know it is trustworthy.	1	2	3	4	5
It is easy to interact with the website to buy professional sports merchandise online.	1	2	3	4	5
I use the website quite often for buying professional sports merchandise online.	1	2	3	4	5

Remember, the following are statements regarding your most recent online purchases of professional sports merchandise. Please rate the extent to which you STRONLGY DISAGREE (1) or STRONGLY AGREE (7) with each statement. Please circle the appropriate number in the scale beside each statement.

	Strongly Disagree				***Strongly Agree***
I use the website quite often for researching professional sports merchandise online.	1	2	3	4	5
The website that I last bought professional sports merchandise from was enjoyable.	1	2	3	4	5
I spend a lot of time on the website for buying professional sports merchandise.	1	2	3	4	5
The process of using the website I most recently visited for buying professional sports merchandise was pleasant.	1	2	3	4	5
I have been using the website for purchasing professional sports merchandise for a very long time now.	1	2	3	4	5
I had fun using the website I most recently visited for buying professional sports merchandise.	1	2	3	4	5

7. ***"In your opinion, purchasing sports merchandise on the website I <u>most recently</u> visited was…"***

	Extremely	Quite	Slightly	Neutral
Good				
Bad				
Beneficial				
Harmful				
Positive				
Negative				

8. **The following are statements regarding your most recent online purchases of professional sports merchandise. Please rate the extent to which you STRONLGY DISAGREE (1) or STRONGLY AGREE (7) with each statement. Please circle the appropriate number in the scale beside each statement.**

	Strongly Disagree				***Strongly Agree***
My friends view me as a strong fan of my favorite sport.	1	2	3	4	5
It is very important to me that my favorite sport games are played.	1	2	3	4	5
I see myself as a strong fan of my favorite sport.	1	2	3	4	5

9. What is your gender: **_____Female _____Male**

LIST OF TABLES

Table 1

Pet Peeves Of Online Shopping

"Which of these are among your biggest online shopping pet peeves? (Shannon-Missal, 2014, p. 1)"

Base: Have at least one pet peeve

	Total	Generation				Gender	
		Millennials (18-36)	Gen Xers (37-48)	Baby Boomers (49-67)	Matures (68+)	Male	Female
	%	%	%	%	%	%	%
Shipping costs.	**66**	60	68	69	66	60	71
Getting something that looks nothing like it did online.	**38**	42	37	38	28	34	41
Getting put onto a retailer's mailing list after making a purchase.	**16**	10	14	17	27	23	9
Having to buy two sizes of an item because I'm not sure which will fit me.	**15**	21	14	13	9	11	19
It can take a long time for a return/exchange to process.	**14**	16	18	10	12	14	14
Takes business away from local retailers.	**10**	7	11	11	15	10	10
I miss the instant gratification of buying something in person.	**10**	9	9	11	10	11	9
Having a transaction interrupted when losing a signal.	**10**	13	10	7	10	11	8
Other	4	5	3	4	5	5	4

Note: Multiple responses allowed

(Shannon-Missal, 2014, p. 1)

Table 2

Made An Online Purchase, By Category

"Now thinking about shopping online, which, if any, of these devices have you ever used to make an online purchase within each of these categories?" (Shannon-Missal, 2014, p. 1)"

Base: U.S. adults

	Have purchased online (NET)	Smartphone	Tablet	Laptop or desktop computer	**Have never purchased this type of product online**
	%	%	%	%	%
Clothing	**69**	6	10	65	**31**
Digital content (e.g., movies, music, ebooks)	**59**	12	17	48	**41**
Accessories (e.g., handbags, shoes)	**54**	5	9	49	**46**
Personal electronics (e.g., digital music player, tablet)	**49**	5	7	43	**51**
Household electronics (e.g., television, stereo)	**43**	4	5	38	**57**
Cosmetics and personal grooming (e.g., makeup, shaving products, facial cleansers)	**35**	4	5	31	**65**
Prescription medications	**26**	3	4	21	**74**
Specialty food and beverages (e.g., hard to find seasonings, special ingredients)	**25**	3	3	23	**75**
Over the counter medications	**18**	2	2	15	**82**
General food purchases (e.g., groceries)	**15**	2	2	12	**85**

Note: Percentages may not add up to 100% due to rounding.

(Shannon-Missal, 2014, p. 1)

Table 3

Scale Items and Constructs

Constructs	Items
Perceived Ease of Use (Gefen et al., 2003)	The website was easy to use. It was easy to become skillful at using the website. Learning to operate the website was easy. The website was easy to interact with. My interaction with the website was clear and understandable. It was easy to interact with the website to buy professional sports merchandise.
Perceived Usefulness (Gefen et al., 2003)	The website was useful for searching and buying the product. The website improved my experience in professional sports merchandise searching. The website improved my experience in professional sports merchandise buying online. The website enabled me to search and buy the product faster online. The website enhanced my effectiveness in professional sports merchandise searching and buying online. The website made it easier to search for and purchase the professional sports merchandise online. The website increased my productivity in searching and purchasing professional sports merchandise online.
Trust (Gefen et al., 2003)	Based on my experience with the website, I know it cares about customers Based on my experience with the website, I know it is not resourceful. Based on my experience with the website, I know it provides good service Based on my experience with the website, I know it is predictable. Based on my experience with the website, I know it is trustworthy.
Attitude	In your opinion, purchasing sports merchandise on the website I most recently visited was:

(Davis, 1993)	Good Bad Beneficial Harmful Positive Negative

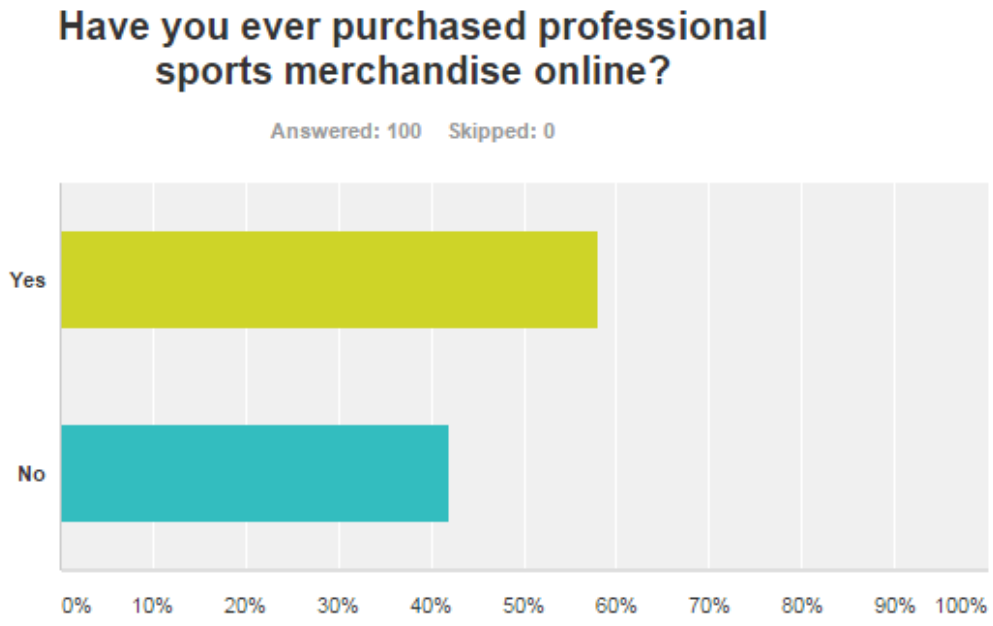
Attitude/Association (Yoo, 2014)	The website that I last bought professional sports merchandise from was enjoyable. The process of using the website I most recently visited for buying professional sports merchandise was pleasant. I had fun using the website I most recently visited for buying professional sports merchandise.

Online Purchase Intentions (Pavlou, 2003)	Given the chance, I intend to use the website to buy professional sport merchandise Given the chance, I would use the website to buy professional sports merchandise in the future. It is likely that I will transact with the website to buy professional sports merchandise in the near future.

Online Purchase (Porter, & Donthu, 2006)	I use the website quite often for researching professional sports merchandise online. I spend a lot of time on the website for buying professional sports merchandise. I have been using the website for purchasing professional sports merchandise for a very long time now.

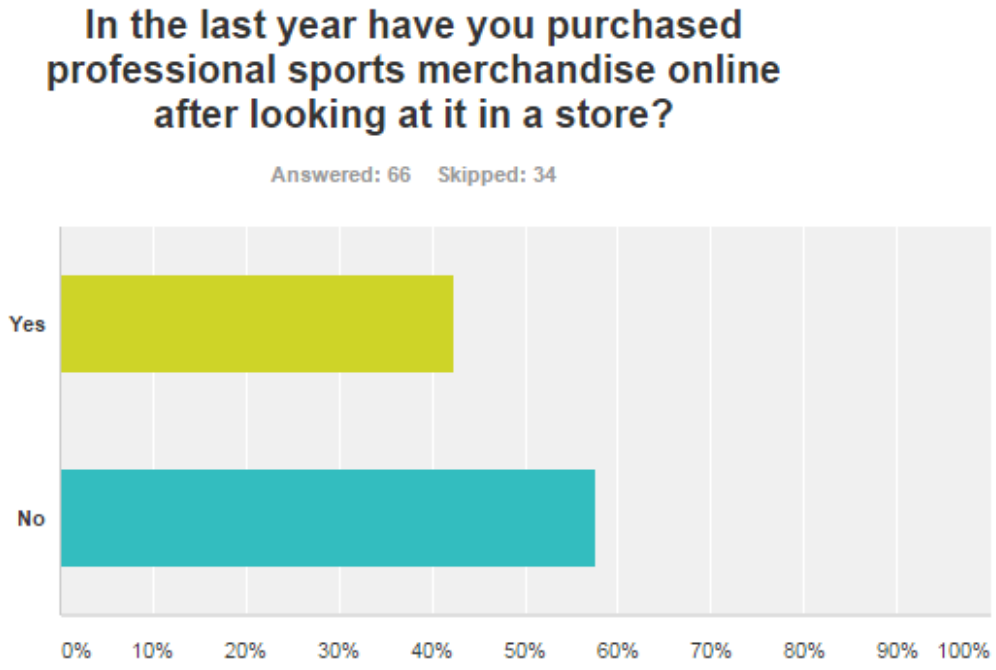
Sport Identification (Dees et al., 2008)	My friends view me as a strong fan of my favorite sport. It is very important to me that my favorite sport games are played. I see myself as a strong fan of my favorite sport.

Table 4
Purchased Professional Sports Merchandise Online



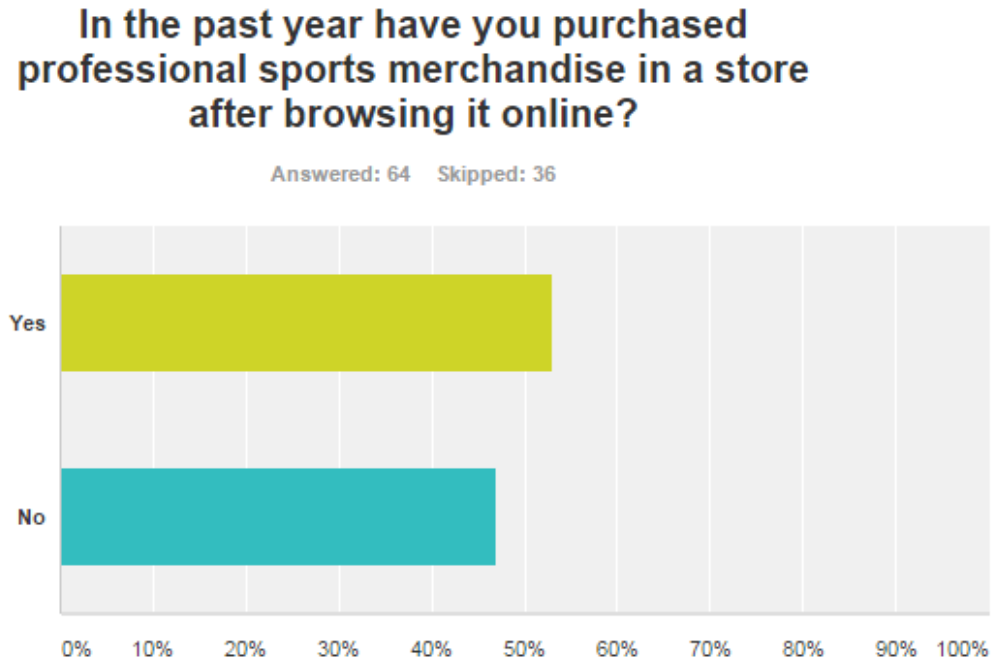
Answer Choices	Responses	
Yes	58.00%	58
No	42.00%	42
Total		100

Table 5
Webrooming



Answer Choices	Responses	
Yes	**42.42%**	28
No	**57.58%**	38
Total		66

Table 6
Showrooming



Answer Choices	Responses	
Yes	**53.13%**	34
No	**46.88%**	30
Total		64

Table 7
Type of Merchandise Purchased

Please state the type of professional sports merchandise you bought on the website listed above.

Answered: 53 Skipped: 47

Answer Choices		Responses	
Apparel	Responses	94.34%	50
Footwear	Responses	33.96%	18
Sports news/information (subscription)	Responses	15.09%	8
Accessories	Responses	24.53%	13
Novelty items	Responses	18.87%	10
Other (please name other)	Responses	7.55%	4

Table 8

Website Visitied

Please state the name of the website you visited most recently to purchase professional sports merchandise.

Answered: 54 Skipped: 46

Website	Count	Percent
Amazon	14	21%
Mlb.com	8	12%
Dicks's Sporting Goods	4	6%
Nike.com	4	6%
Packers.com	4	6%
eastbay	3	4%
Ebay	3	4%
Don't Recall	2	3%
Fanatics.com	2	3%
Nba.com	2	3%
Nfl.com	2	3%
Sports Authority	2	3%
Baseballexpress.com	1	1%
Cardinals.com	1	1%
Fleet Farm	1	1%
Foot Locker	1	1%
Footballfanatics.com	1	1%
Gander Mountain.com	1	1%
Hatworld.com	1	1%
Hockey Lodge	1	1%
Kohls.com	1	1%
Lids.com	1	1%
Nhl.com	1	1%
Rei.com	1	1%
Saucony.com	1	1%
Scheels	1	1%
Soccer.com	1	1%

Sellers	34%
Sports Leagues	19%
Sports Teams	9%

Ssk.com	1	1%
Target	1	1%
Uofm.edu	1	1%
Total:	**68**	

Table 9
Most Recent Online Purchase

The following are statements regarding your most recent online purchase of professional sports merchandise. Please rate the extent to which you STRONGLY DISAGREE (1) or STRONGLY AGREE (7) with each statement. Please circle the appropriate number in the scale beside each statement.

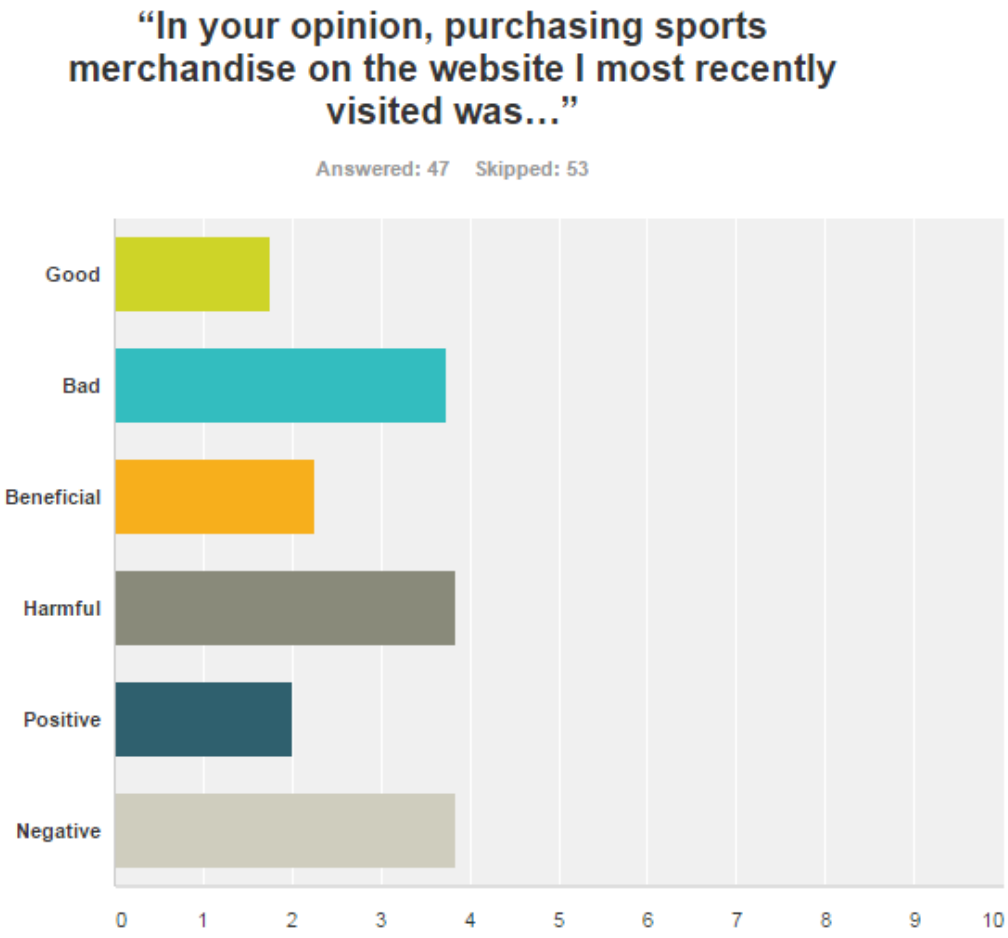
Answered: 47 Skipped: 53

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Weighted Average
The website was useful for searching and buying the product.	2.13% 1	0.00% 0	6.38% 3	70.21% 33	21.28% 10	47	4.09
The website was easy to use.	2.13% 1	0.00% 0	4.26% 2	68.09% 32	25.53% 12	47	4.15
Based on my experience with the website, I know it is honest.	2.13% 1	0.00% 0	8.51% 4	61.70% 29	27.66% 13	47	4.13
Given the chance, I intend to use the website to buy professional sport merchandise	4.26% 2	0.00% 0	14.89% 7	55.32% 26	25.53% 12	47	3.98
The website improved my experience in professional sports merchandise searching	2.13% 1	2.13% 1	42.55% 20	34.04% 16	19.15% 9	47	3.66
The website improved my experience in professional sports merchandise buying online	2.17% 1	2.17% 1	41.30% 19	30.43% 14	23.91% 11	46	3.72
It was easy to become skillful at using the website.	0.00% 0	4.26% 2	6.38% 3	61.70% 29	27.66% 13	47	4.13
Based on my experience with the website, I know it cares about customers.	0.00% 0	2.13% 1	36.17% 17	44.68% 21	17.02% 8	47	3.77
Given the chance, I would use the website to buy professional sports merchandise in the future.	4.26% 2	2.13% 1	8.51% 4	53.19% 25	31.91% 15	47	4.06
The website enabled me to search and buy the product faster online.	2.17% 1	2.17% 1	17.39% 8	50.00% 23	28.26% 13	46	4.00
Learning to operate the website was easy	2.17% 1	0.00% 0	2.17% 1	67.39% 31	28.26% 13	46	4.20

Based on my experience with the website, I know it is not resourceful.	12.77% 6	29.79% 14	23.40% 11	19.15% 9	14.89% 7	47	2.94
It is likely that I will transact with the website to buy professional sports merchandise in the near future.	4.26% 2	12.77% 6	21.28% 10	36.17% 17	25.53% 12	47	3.66
The website enhanced my effectiveness in professional sports merchandise searching and buying online.	2.17% 1	8.70% 4	30.43% 14	30.43% 14	28.26% 13	46	3.74
The website was easy to interact with.	2.17% 1	0.00% 0	6.52% 3	63.04% 29	28.26% 13	46	4.15
Based on my experience with the website, I know it provides good service.	2.17% 1	2.17% 1	4.35% 2	67.39% 31	23.91% 11	46	4.09
The website made it easier to search for and purchase the professional sports merchandise online.	2.22% 1	2.22% 1	13.33% 6	55.56% 25	26.67% 12	45	4.02
My interaction with the website was clear and understandable.	4.44% 2	0.00% 0	6.67% 3	57.78% 26	31.11% 14	45	4.11
Based on my experience with the website, I know it is predictable.	2.22% 1	6.67% 3	17.78% 8	53.33% 24	20.00% 9	45	3.82
The website increased my productivity in searching and purchasing professional sports merchandise online.	0.00% 0	6.67% 3	22.22% 10	51.11% 23	20.00% 9	45	3.84
Based on my experience with the website, I know it is trustworthy.	2.22% 1	2.22% 1	11.11% 5	57.78% 26	26.67% 12	45	4.04

It is easy to interact with the website to buy professional sports merchandise online.	2.22% 1	0.00% 0	13.33% 6	57.78% 26	26.67% 12	45	4.07
I use the website quite often for buying professional sports merchandise online.	11.11% 5	13.33% 6	28.89% 13	33.33% 15	13.33% 6	45	3.24
I use the website quite often for researching professional sports merchandise online.	11.11% 5	11.11% 5	35.56% 16	28.89% 13	13.33% 6	45	3.22
The website that I last bought professional sports merchandise from was enjoyable.	4.44% 2	2.22% 1	15.56% 7	53.33% 24	24.44% 11	45	3.91
I spend a lot of time on the website for buying professional sports merchandise.	15.91% 7	27.27% 12	27.27% 12	20.45% 9	9.09% 4	44	2.80
The process of using the website I most recently visited for buying professional sports merchandise was pleasant.	2.22% 1	4.44% 2	6.67% 3	62.22% 28	24.44% 11	45	4.02
I have been using the website for purchasing professional sports merchandise for a very long time now.	13.64% 6	15.91% 7	18.18% 8	34.09% 15	18.18% 8	44	3.27
I had fun using the website I most recently visited for buying professional sports merchandise.	2.27% 1	4.55% 2	34.09% 15	45.45% 20	13.64% 6	44	3.64

Table 10
Most Recent Website

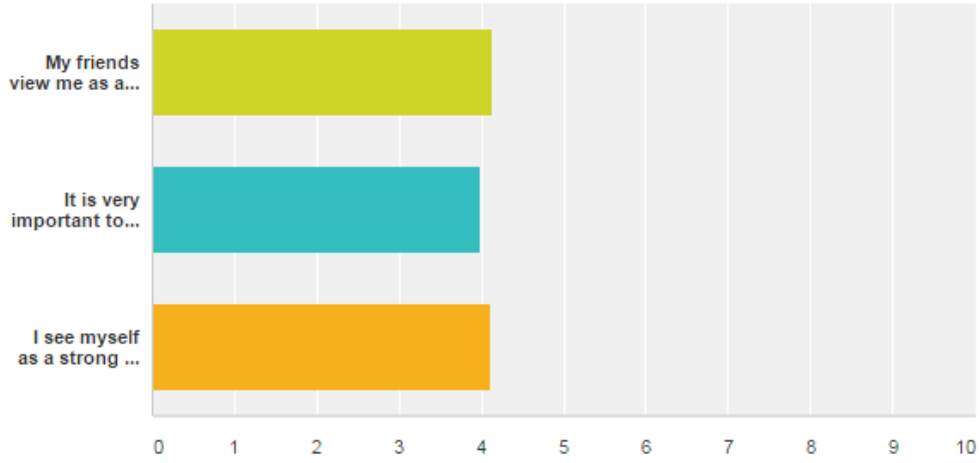


	Extremely	Quite	Slightly	Neutral	Total	Weighted Average
Good	35.56% 16	53.33% 24	11.11% 5	0.00% 0	45	1.76
Bad	3.03% 1	0.00% 0	18.18% 6	78.79% 26	33	3.73
Beneficial	21.05% 8	44.74% 17	21.05% 8	13.16% 5	38	2.26
Harmful	3.23% 1	0.00% 0	6.45% 2	90.32% 28	31	3.84
Positive	27.50% 11	52.50% 21	12.50% 5	7.50% 3	40	2.00
Negative	3.13% 1	0.00% 0	6.25% 2	90.63% 29	32	3.84

Table 11
Most Recent Online Purchase

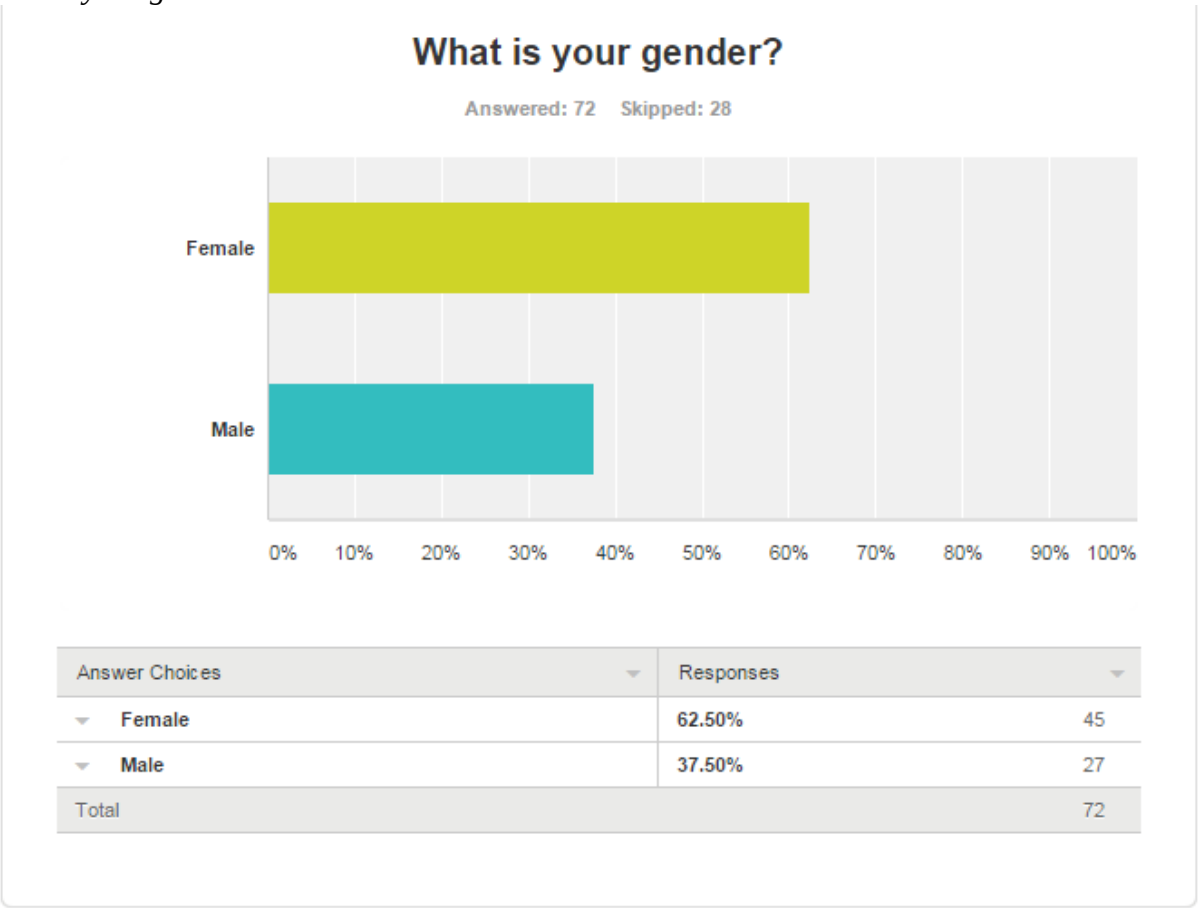
The following are statements regarding your most recent online purchases of professional sports merchandise. Please rate the extent to which you STRONLGY DISAGREE (1) or STRONGLY AGREE (7) with each statement. Please circle the appropriate number in the scale beside each statement.

Answered: 65 Skipped: 35



	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Weighted Average
My friends view me as a strong fan of my favorite sport.	4.62% 3	4.62% 3	10.77% 7	32.31% 21	47.69% 31	65	4.14
It is very important to me that my favorite sport games are played.	4.62% 3	4.62% 3	16.92% 11	35.38% 23	38.46% 25	65	3.98
I see myself as a strong fan of my favorite sport.	4.62% 3	6.15% 4	6.15% 4	40.00% 26	43.08% 28	65	4.11

Table 12
What is your gender?



Answer Choices	Responses	
Female	62.50%	45
Male	37.50%	27
Total		72