KMAN PUBLISHING INSTITUTE
Journal Website

Article history:
Received 20 December 2022
Accepted 19 March 2023
Published online 21 March 2023

International Journal of Innovation Management and Organizational Behavior

Volume 3, Issue 1, pp 184-191

IJIMOB International Journal of Innovation Management and Organizational Behavior

E-ISSN: 3041-8992

Examination of the Relationship and Role of Situational and Product-Related Factors on Impulse Buying Behavior of Sports Product Consumers

Hosein. Hasanpoor[1*], Farshad. Tojari[1], Zinat. Nikaeen[1]

[1] Department of Sport Management, Centeral Tehran Branch, Islamic Azad University, Tehran, Iran

*** Corresponding author email address**: ar.tojari@iauctb.ac.ir

A r t i c l e I n f o

Article type:
Original Research

How to cite this article:
Hasanpoor, H., Tojari, F., & Nikaeen, Z. (2023). Examination of the Relationship and Role of Situational and Product-Related Factors on Impulse Buying Behavior of Sports Product Consumers. *International Journal of Innovation Management and Organizational Behavior*, *3*(1), 184-191.
https://doi.org/10.61838/kman.ijimob.3.1.23

A B S T R A C T

Objective: This study examined the situational factors and product-related factors influencing the impulse buying behavior of consumers of sports products.

Methodology: The present study employed a survey method, with the research population consisting of customers of sports stores. Since this study utilized structural equation modeling (SEM), the principles for determining sample size in multivariate regression analysis were used to determine the sample size in SEM. A total of 598 participants were selected as the statistical sample through simple random and convenience sampling methods. The impulse buying behavior scale for sports consumers consisted of 19 items related to two main research variables and the impulse buying variable, comprising a total of three variables. Responses were rated on a five-point Likert scale continuum. All analyses were conducted at a 95% confidence level using SPSS and LISREL statistical packages.

Findings: The findings of this study confirmed the causal relationship between situational factors and product-related factors with the impulse buying behavior of sports product customers.

Conclusion: Overall, these results indicate that the intelligent combination of situational and product-related factors can help improve the shopping experience and increase sales in the sports product market. Companies can influence consumer decision-making by leveraging these factors, encouraging them to make immediate and impulsive purchases, ultimately leading to business growth and development.

Keywords: *Situational product factors, product-related factors, impulse buying behavior.*

1 Introduction

The present era is marked by unprecedented and intense competition among international economic companies. The conditions are constantly changing due to the elimination of marketing boundaries, market fragmentation, shortening product life cycles, rapid changes in customer purchasing methods, and increased consumer awareness (Abdolvand et al., 2011). Understanding consumer behavior is a critical aspect of marketing.

Consumer behavior involves the process by which people decide what to buy, what they want, and the needs of consumers; on the other hand, it also pertains to the performance of a product, service, or company. This understanding aids in comprehending how potential customers will respond to a new product or service and helps the company or organization identify unmet consumer demands (Amos et al., 2014).

Consumer behavior is a subject that is demonstrated through a wide range of phenomena and cultural factors and is influenced by many of them (Akram et al., 2016). Today, it is of great importance to marketers and organizations. Marketers are striving to understand consumer behavior toward their products (Badgaiyan & Verma, 2015). Purchasing is one of the primary characteristics of consumers, and they are continually researching and developing a proper understanding in this area. In theoretical literature on purchasing, impulse buying is considered a significant form of the purchasing process and consumer behavior (Bellini et al., 2017). It can be argued that the broader and more inclusive the issues surrounding consumer behavior, the more critical impulse buying becomes for research and exploration. Many researchers attest to the extensive nature of this matter (Bellenger & Korgaonkar, 1980).

Purchasing is one of the primary characteristics of consumers, and they are continually researching and developing a proper understanding in this area. In theoretical literature on purchasing, impulse buying is considered a significant form of the purchasing process and consumer behavior (Bloch & Richins, 1983). It can be argued that the broader and more inclusive the issues surrounding consumer behavior, the more critical impulse buying becomes for research and exploration. Many researchers attest to the extensive nature of this matter (Bodet, 2008). The increasing growth in consumption and the possibility of credit purchases worldwide have created favorable conditions for impulse buying. However, there is little information about impulse buying in transitional and Eastern societies. Impulse buying does not follow rational, economic, or decision-making models mentioned in consumer behavior; instead, it is associated with complex hedonistic, psychological, and social motivations (Bossuyt et al., 2017).

Situational factors and product features play a crucial role in the impulse buying behavior of sports product consumers. Impulse buying refers to a decision made without prior planning and with momentary stimulation. This type of purchasing behavior can be influenced by various factors (Capon & Burke, 1980). Situational factors such as the store environment, time of purchase, buyer's mood, and the presence of others are among the factors that can lead to impulse buying. For example, a well-designed store environment with attractive displays and special offers can encourage consumers to make impulse purchases. Additionally, when individuals are in a particular emotional state or with friends, the likelihood of making immediate purchasing decisions increases (Cai et al., 2015). On the other hand, product-related factors such as visual appeal, packaging, and specific features of sports products are also influential in this context. Sports products with innovative designs, attractive colors, and reputable brands are more likely to be purchased impulsively (Chang & Tseng, 2014). Additionally, the presence of specific technical features that meet the consumer's immediate needs can play a significant role in impulsive decision-making (Chan et al., 2017). Ultimately, the interaction between these factors can intensify impulse buying behavior. For instance, when a sports product with an attractive design and special discount is offered in an environment where the consumer is emotionally ready to purchase, the likelihood of impulse buying significantly increases (Chen et al., 2016). Therefore, understanding and managing these factors is crucial for businesses to develop effective strategies to stimulate impulse buying among consumers of sports products (Bellini et al., 2017). Given the limited information regarding the relationship and role of situational and product-related factors on the impulse buying behavior of sports product consumers, this study aims to investigate this issue.

2 Methods and Materials

The present study is applied in terms of its objective and uses a survey method. The data was collected through a questionnaire and field research. The research population consisted of customers of sports stores. Since this study employed structural equation modeling (SEM), the principles for determining sample size in multivariate regression analysis were used to determine the sample size in SEM. Researchers have recommended a conservative ratio of 10 or even 15 observations per independent variable. Therefore, in structural equation modeling methodology, sample size can range from 5 to 15 observations per measured variable. In the present study, due to the presence of 28 independent variables, a minimum of 420 observations was required. After distribution and completion, 598 questionnaires were returned. The sampling method in this

IJIMOB
E-ISSN: 3041-8992

study, due to the unlimited nature of the population, was simple random and convenience sampling.

The initial scale for impulse buying behavior of sports consumers consisted of 39 items related to two main research variables and the impulse buying variable, totaling three variables. The responses were rated on a five-point Likert scale with options ranging from "strongly agree" to "strongly disagree." After various stages of construction and validation, the number of items and subscales was reduced to 19.

Overall, the research was conducted in six stages, which are described below. In the literature review and questionnaire classification stage, an extensive search was conducted to gather literature and research background. The researcher identified over 104 reports in the form of lectures, articles, master's theses, doctoral dissertations, and books related to impulse buying. In most studies examining factors influencing impulse buying behavior, interviews or researcher-made questionnaires (with preliminary validation) were used to collect data.

Since impulse buying is part of consumer behavior, to identify factors influencing impulse buying behavior, in addition to related studies, the theoretical foundations of consumer behavior and, specifically, topics related to purchasing behavior and motivation were reviewed. As a result, the categorization in this study was obtained by aligning the categories with those in related reports and studies on impulse buying. Although no similar research has been conducted in the sports field within the country, numerous studies, both in the form of articles and research and as theses, have been carried out in non-sports areas. Many studies have also been conducted abroad, with three studies in the field of sports impulse buying identified. As mentioned earlier, a review of the theoretical foundations and various internal and external studies revealed that almost all factors and variables influencing impulse buying behavior can be classified into two categories: situational factors and product-related factors.

Subsequently, the scale was developed based on the factors identified in the literature and research background, and the questionnaire used in both domestic and foreign studies was framed within a four-factor theoretical framework. The scale was designed to be concise, clear, and straightforward as much as possible. After consulting with experts, necessary revisions were made, and the scale was submitted to sports management professors for face and content validity assessment. During this stage, several items were added, revised, or removed from the questionnaire. Given the sample size, the questionnaires were distributed to participants through both virtual spaces and face-to-face methods. After explaining the research objectives and the importance of cooperation and providing accurate responses to the questions, respondents were asked to read and answer the scale items carefully.

In this study, descriptive statistics were used to classify and describe individual characteristics and research variables. The Kolmogorov-Smirnov (K-S) test was used to assess the normality of data distribution (considering the number of observations exceeded 50). All analyses were conducted at a 95% confidence level using SPSS and LISREL statistical packages.

3 Findings and Results

The descriptive findings indicated that out of a total of 598 participants, 176 (29.4%) were female, and 418 (69.9%) were male. Additionally, 4 participants (0.7%) did not respond to this question. Regarding marital status, 168 participants (28.1%) were single, 426 participants (71.1%) were married, and 4 participants (0.7%) did not respond. Educational status showed that out of 598 participants, 82 individuals (13.7%) had less than a high school diploma or a high school diploma, 252 individuals (42.1%) had an associate or bachelor's degree, 210 individuals (35.1%) had a master's degree, and 52 individuals (8.7%) held a doctorate or higher. Additionally, 2 participants (0.3%) did not respond to this question.

The age distribution findings showed that among the 598 participants, 30 individuals (5%) were under 20 years old, 186 individuals (31.1%) were between 21 and 30 years old, 258 individuals (43.1%) were between 31 and 40 years old, 86 individuals (14.4%) were between 41 and 50 years old, and 36 individuals (6%) were over 50 years old. Furthermore, 2 participants (0.3%) did not respond to this question.

The findings also revealed that out of 598 participants, 358 individuals (59.9%) were government or private sector employees, 14 individuals (2.3%) were retired government or private sector employees, 62 individuals (10.4%) were students, 58 individuals (9.7%) were athletes, and 104 individuals (17.4%) belonged to other social classes. Additionally, 2 participants (0.3%) did not respond to this question.

The findings in Table 1 show that the score related to situational factors, with a standard deviation of 0.63 and a range of 1.4 to 5, has a mean of 3.76. Product-related factors,

IJIMOB
E-ISSN: 3041-8992

with a standard deviation of 0.68 and a range of 1.4 to 5, also have a mean of 3.76. The impulse buying variable among participants, with a standard deviation of 0.62 and a range of 1.29 to 5, has the lowest mean of 3.30.

Table 1

Descriptive Statistics of the Research Variables and Their Dimensions in the Sample Under Study

Variable	Mean	Standard Deviation	Minimum	Maximum	Possible Minimum and Maximum
Product-related factors	3.67	0.68	1.4	5	1–5
Situational factors	3.76	0.63	1.14	5	1–5
Impulse buying	3.30	0.62	1.29	5	1–5

The results of the Kolmogorov-Smirnov test showed that the significance level obtained for all variables in the software output was above 0.05. Therefore, the hypothesis of the non-normal distribution of the research data for the variables is not accepted. Thus, the data distribution for each variable in this study was normal, and the prerequisite of normality for each variable for conducting structural equations in a parametric manner was met.

The findings in Table 2 indicate that the distribution of product-related factors and impulse buying behavior among sports product consumers in the sample under study was normal. If impulse buying behavior among sports product consumers is considered as the criterion (dependent) variable, and situational factors are considered as the predictor (independent) variable, structural equation modeling is used to determine the correlation.

Table 2

Path Analysis of Fit Indices for the Relationship Between Product-Related Factors and Impulse Buying Behavior of Sports Product Consumers

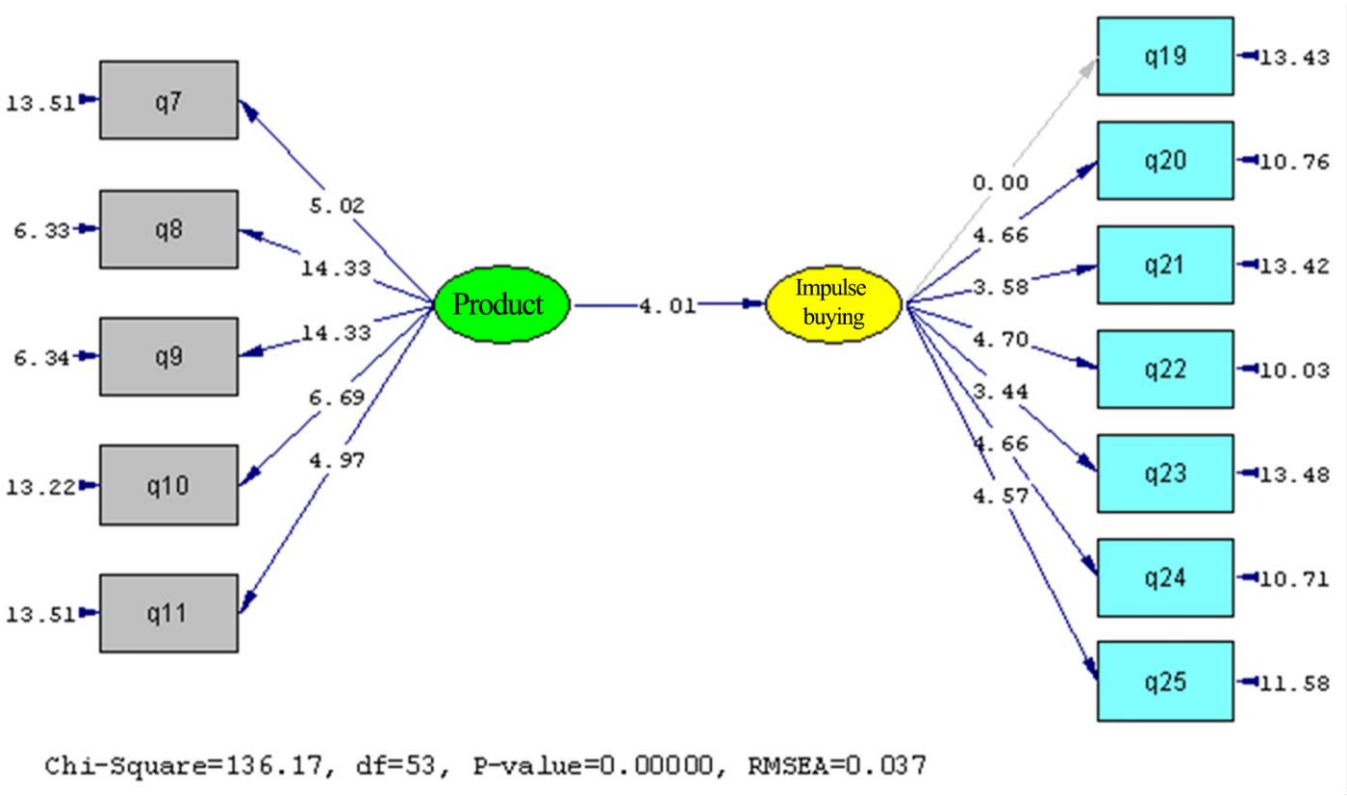
Index	Acceptable Range	Obtained Values	Result
$\chi 2/df$	< 3	2.56	Accepted H1
P-Value	P-Value < 0.05	0.0001	
Root Mean Square Error of Approximation (RMSEA)	0.05 < RMSEA < 0.08	0.037	
t-Value	< -1.96 or > 1.96	4.01	
Adjusted Goodness of Fit Index (AGFI)	> 0.85	0.90	
Comparative Fit Index (CFI)	> 0.90	0.92	
Normed Fit Index (NFI)	> 0.90	0.91	

The findings in Figure 1 show the t-values, which indicate the significance or non-significance of the relationship between variables (t > 1.96 or t < -1.96). The t-values must be greater than 1.96 or less than -1.96 to indicate a significant relationship between variables. As shown in Figure 1, the t-statistic is 4.01, and all structural equation conditions are met, thus the relationship between product-related factors and impulse buying behavior of sports product consumers is accepted.

Figure 1

Path Analysis Based on t-Value, Relationship Between Product-Related Factors and Impulse Buying Behavior of Sports Product Consumers

IJIMOB
E-ISSN: 3041-8992



The findings in Table 3 indicate that the distribution of situational factors and impulse buying behavior among sports product consumers in the sample under study was normal. If impulse buying behavior among sports product consumers is considered the criterion (dependent) variable, and situational factors are considered the predictor (independent) variable, structural equation modeling was used to determine the correlation.

Table 3

Path Analysis of Fit Indices for the Relationship Between Situational Factors and Impulse Buying Behavior of Sports Product Consumers

Index	Acceptable Range	Obtained Values	Result
$\chi 2/df$	< 3	2.24	Accept H1
P-Value	P-Value < 0.05	0.0001	
Root Mean Square Error of Approximation (RMSEA)	0.05 < RMSEA < 0.08	0.05	
t-Value	< -1.96 or > 1.96	4.92	
Adjusted Goodness of Fit Index (AGFI)	> 0.85	0.90	
Comparative Fit Index (CFI)	> 0.90	0.94	
Normed Fit Index (NFI)	> 0.90	0.92	

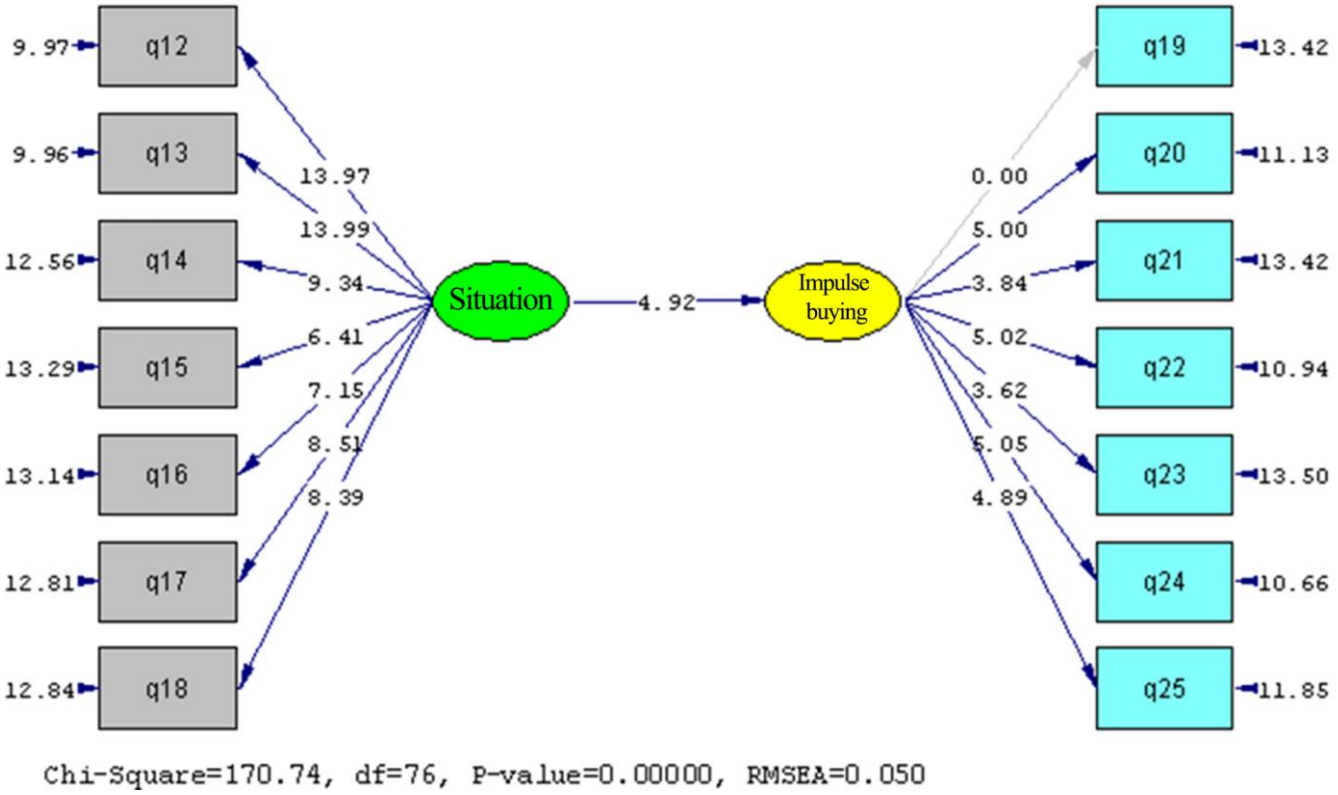
As seen in Table 3, the main endogenous variables of the model fall within the range of 0.011 to 0.827 and have moderate to strong determination coefficients above average.

In Figure 2, the t-values, which indicate the significance or non-significance of the relationship between variables (t > 1.96 or t < -1.96), are provided. As shown, the t-statistic is 4.92, and all structural equation conditions are met. Thus, the causal relationship between situational factors and impulse buying behavior of sports product consumers is accepted.

Figure 2

Path Analysis Based on t-Value, Relationship Between Situational Factors and Impulse Buying Behavior of Sports Product Consumers

IJIMOB
E-ISSN: 3041-8992



4 Discussion and Conclusion

The findings of this study confirmed the causal relationship between product-related factors and impulse buying behavior of sports product consumers. This finding is consistent with the results of prior studies (Bong, 2016; Chen et al., 2016). This finding suggests that specific product features can directly influence the stimulation of consumers' impulse buying behavior. When a product with attractive features that match the consumer's immediate needs and interests is offered, the likelihood of impulse buying increases. For example, the design and appearance of the product, packaging, and even its technical features can trigger immediate emotional and motivational responses from the consumer. Consumers often seek products that not only meet their functional needs but are also aesthetically appealing. This attractiveness can subconsciously and instantly accelerate decision-making. This causal relationship implies that specific product features can act as triggers for impulse buying behavior. For example, a sports shoe with a unique design and striking colors may encourage a consumer to make an immediate purchase even when there is no immediate need. This effect is particularly evident when the product in question contains features that meet the consumer's immediate needs or creates a sense of "not missing out" on an opportunity. Additionally, branding and product credibility also play a significant role in this relationship. Consumers tend to trust reputable and well-known brands, making them more inclined to impulsively purchase products from these brands. For instance, a limited edition product from a popular brand may prompt a consumer to make an unplanned purchase. Consequently, the confirmation of the causal relationship between product-related factors and impulse buying behavior indicates that companies should carefully design and manage their product features to effectively stimulate impulse buying behavior in consumers. This can lead to increased sales and improved market performance in the sports product sector.

Another finding of this study was the confirmation of the causal relationship between situational factors and impulse buying behavior of sports product consumers. This finding aligns with the results of prior studies (Amos et al., 2014; Bellini et al., 2017). This result suggests that the conditions and environment in which consumers find themselves can directly impact their decision to make an impulse purchase. Situational factors can include the store environment, the timing of the purchase, the presence of others, the general atmosphere, or even special events such as discounts or exhibitions. For example, the store environment, as a key situational factor, can help shape impulse buying behavior. Stores that are well-designed with proper lighting, pleasant music, and attractive product displays can create a sense of

IJIMOB
E-ISSN: 3041-8992

comfort and appeal for customers, encouraging them to make impulsive purchases. Such environments may enhance the consumer's sense of pleasure and urgency, leading to quick decision-making and impulse buying. Timing is also a critical situational factor that can influence impulse buying behavior. For instance, during certain times of the year, such as discount seasons or close to major sporting events, consumers may feel the need to make quick decisions to take advantage of special opportunities. This time pressure can lead to impulse buying, even if the purchase was not planned in advance. Social factors also play an important role in this causal relationship. The presence of friends, family, or even other shoppers in the store can influence consumers. In many cases, observing others' purchases or receiving friendly recommendations can lead to quick decision-making and impulse buying. Therefore, confirming the causal relationship between situational factors and impulse buying behavior suggests that companies and stores should carefully design the store environment, schedule events, and manage the customer experience. Creating environments that encourage consumers to make immediate purchases can significantly increase sales and productivity in the sports product market. Finally, combining these situational factors with appropriate strategies can have a significant impact on impulse buying behavior.

Given the study's findings, confirming the role of situational and product-related factors in the impulse buying behavior of sports product consumers highlights the importance of these factors in stimulating and encouraging immediate and unplanned purchases. Situational factors such as the store environment, timing of purchase, and presence of others directly influence consumer decision-making and can reinforce the impulse to buy. On the other hand, product-related features such as design, packaging, and branding also play a significant role in attracting attention and creating motivation for impulse buying. Consequently, for companies and stores operating in the sports product sector, understanding and managing these factors can significantly contribute to increased sales and market success. Designing attractive store environments, offering products with unique and appealing features, and appropriately timing events and discounts are some of the strategies that can strengthen impulse buying behavior. Overall, these results indicate that a smart combination of situational and product-related factors can help improve the shopping experience and increase sales in the sports product market. By leveraging these factors, companies can influence consumer decision-making and encourage them to make immediate and impulsive purchases, ultimately leading to business growth and development.

Authors' Contributions

All authors have contributed significantly to the research process and the development of the manuscript.

Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

Acknowledgments

We would like to express our gratitude to all individuals helped us to do the project.

Declaration of Interest

The authors report no conflict of interest.

Funding

According to the authors, this article has no financial support.

Ethical Considerations

In this research, ethical standards including obtaining informed consent, ensuring privacy and confidentiality were observed.

References

Abdolvand, M. A., Heidarzadeh Hanzaee, K., Rahnama, A., & Khoshpanjeh, M. (2011). The effects of situational and individual factors on impulse buying. *World Applied Sciences Journal*, *13*(9), 2108-2117. https://www.idosi.org/wasj/wasj13(9)/23.pdf

Akram, U., Hui, P., Khan, M. K., Hashim, M., & Rasheed, S. (2016). Impact of store atmosphere on impulse buying behaviour: Moderating effect of demographic variables. *International Journal of u-and e-Service, Science and Technology*, *9*(7), 43-60. https://doi.org/10.14257/ijunesst.2016.9.7.05

Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, *21*(2), 86-97. https://doi.org/10.1016/j.jretconser.2013.11.004

Bellenger, D. N., & Korgaonkar, P. K. (1980). Profiling the recreational shopper. *Journal of Retailing*, *56*(3), 77-92. https://www.sciepub.com/reference/115303

Bellini, S., Cardinali, M. G., & Grandi, B. (2017). A structural equation model of impulse buying behaviour in grocery retailing. *Journal of Retailing and Consumer Services*, *36*, 164-171. https://doi.org/10.1016/j.jretconser.2017.02.001

Bloch, P. H., & Richins, M. L. (1983). A theoretical model for the study of product importance perceptions. *The Journal of Marketing*, 69-81. https://doi.org/10.1177/002224298304700308

Bodet, G. (2008). Customer satisfaction and loyalty in service: Two concepts, four constructs, several relationships. *Journal of Retailing and Consumer Services*, *15*(3), 156-162. https://doi.org/10.1016/j.jretconser.2007.11.004

Bong, S. (2016). The influence of impulse buying toward consumer store loyalty at hypermarket in Jakarta. *Business and Entrepreneurial Review (BER)*, *10*(1), 25-44. https://doi.org/10.25105/ber.v10i1.22

Bossuyt, S., Vermeir, I., Slabbinck, H., De Bock, T., & Van Kenhove, P. (2017). The compelling urge to misbehave: Do impulse purchases instigate unethical consumer behavior? *Journal of Economic Psychology*, *58*, 60-76. https://doi.org/10.1016/j.joep.2016.12.002

Cai, H., Shi, Y., Fang, X., & Luo, Y. L. L. (2015). Narcissism predicts impulsive buying: phenotypic and genetic evidence. *Frontiers in psychology*, *6*, 881. https://doi.org/10.3389/fpsyg.2015.00881

Capon, N., & Burke, M. (1980). Individual, product class, and task-related factors in consumer information processing. *Journal of Consumer Research*, *7*(3), 314-326. https://doi.org/10.1086/208819

Chan, T. K., Cheung, C. M., & Lee, Z. W. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, *54*(2), 204-217. https://doi.org/10.1016/j.im.2016.06.001

Chang, C. C., & Tseng, A. H. (2014). The post-purchase communication strategies for supporting online impulse buying. *Computers in human Behavior*, *39*, 393-403. https://doi.org/10.1016/j.chb.2014.05.035

Chen, J. V., Su, B. C., & Widjaja, A. E. (2016). Facebook C2C social commerce: A study of online impulse buying. *Decision Support Systems*, *83*, 57-69. https://doi.org/10.1016/j.dss.2015.12.008

E-ISSN: 3041-8992