
PSYCHOLOGICAL ANALYSIS OF CONSUMERS' PURCHASE BEHAVIOR IN SPORTS MARKET

Zengqiang Li

Abstract

This paper aims to reveal the internal relationship between the marketing of sports products and audience psychology. For this purpose, a questionnaire survey was carried out among consumers of sports products. Based on the survey results, the authors analyzed the consumers' psychological activities in selecting sports products, and summed up the influencing factors of consumers' purchase behavior and product demand. Moreover, the authors discussed the effects of marketing strategy on the consumers' self-positioning, purchase behavior and subjective perception. Finally, a marketing strategy was formulated for sports products. The results show that, in addition to internal factors, consumers' purchase behavior in the sports market is greatly affected by the external environment; the marketing strategy must consider multiple influencing factors of price, consumers' purchase behavior and the seller's profit; promotional activities can enhance product reputation, making consumers more willing to buy sports products. The research findings provide theoretical support for the design of marketing strategies for sports products.

Key words: Sports Products, Marketing, Consumer Psychology, Audience.

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INTRODUCTION

China's sports marketing has a special historical development process, which has undergone the continuous improvement in the sports market under a certain historical background. With the continuous development of the sports market, the marketing concept is constantly changing (Chang, Mcaleer, & Wong, 2018; Ellegaard, 2012; Maurer, Howe, & Lee, 1992). In recent years, the sports marketing planning has become increasingly mature, the research on sports marketing theory has also developed rapidly (Wells, 2014; Woodside, Sood, & Miller, 2008; Woodside, 2012). At present, there are five marketing concepts in sports marketing, namely product concept, production concept, marketing concept, social marketing concept and marketing concept (Ellegaard, 2012; Maurer, Howe, & Lee, 1992). The traditional marketing theory had a good

adaptability in the early sports market. However, with the rapid development of the society, the traditional sports marketing has shown lots of problems such as much incompatibility, limited guidance, and insufficient theoretical system (Woodside, 2010; Sudhir, Priester, Shum et al., 2015).

Modern sports marketing is based on consumer psychology research. Practice has proven that it can achieve the rapid spread and popularity of marketing (Just & Gabrielyan, 2018). The earliest record of domestic research on consumer psychology was found in the Spring and Autumn Period and the Warring States Period. The theory of sports marketing began in the 1980s and has accumulated fruitful results in recent years (Wood, 2016; Sah & Fugh-Berman, 2013; Aditya, 2001). But, at home and abroad, consumer psychology research or sports market research is mainly conducted separately. There have been few research results on sports marketing based on consumer psychology, so that rich theoretical knowledge cannot be acquired to guide the development of sports marketing (Woodside, 2010;

Sport department, Southwest Jiaotong University, Chengdu
611756, China.
E-Mail: 32236465@qq.com

Malhotra, 2010; Dominici, Tullio, Siino et al., 2016).

Based on the above problems, this paper summarizes the consumer psychology, analyses the influencing factors on consumers' purchase of products, and further explores the internal relationship between sports product marketing strategy and audience psychology. Then, according to the survey results, it formulates the marketing strategy and product promotion strategy of sports products. This study provides a theoretical reference and basis for formulating the marketing strategies and promoting sports products sales of sports products.

by the diversity of marketing products. Marketing includes the front-end market research, design, product positioning, sales channels, etc. and needs the cooperation of professionals in different fields. Sports marketing is a complex system that requires the interaction between different departments. According to the sports marketing thinking, the related framework was established, as shown in Figure 1.

For the formulation of enterprise marketing strategy, it needs to be analysed from external resource environment and internal resource environment. The external resource environment includes market environment and consumer purchase behaviour: the market environment is further divided into the local population ratio, economic type, sports type, and sports projects, age analysis, etc., while consumer purchase behaviour mainly into the actual needs of consumers, deep purchasing motivation, buyers' preferences, and behaviours etc. The internal resource environment analysis is shown in Figure 2.

MARKETING AND CONSUMER PSYCHOLOGY

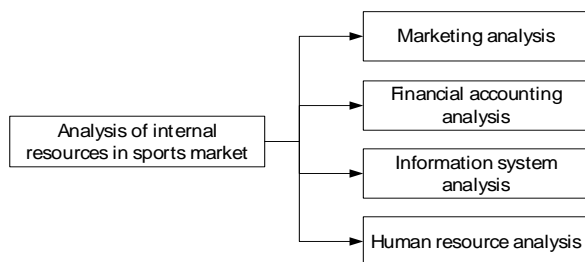
Sports marketing

Sports marketing is the process of meeting customer needs, creating product value, achieving corporate goals, and managing all business activities. Oriented to the needs of customers, it is characterized

Figure 1. Sports marketing framework

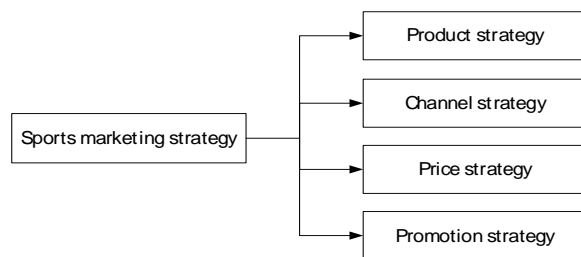


Figure 2. Internal resource and environment analysis chart



It's an important part of the enterprise operation to formulate the sports marketing strategy. The appropriate and comprehensive marketing strategy needs to be formulated, so as to demonstrate the value of the products. It also sums up the marketing strategy of the enterprise, including product strategy, price strategy, promotion strategy and sales channel strategy, as shown in Figure 3.

Figure 3. Sports marketing strategy framework



Consumer psychology

According to different types of consumers, the consumer psychology is analysed in order to achieve the purpose of selling products. From the perspective of time, consumers can be divided into past consumers, current consumers and future consumers; from the perspective of purchasing attitude, consumers can be divided into rational, impulsive, doubtful and indefinite types.

In general, consumer psychology mainly includes five types of psychology, namely, normative psychology, value psychology, custom psychology, emotional psychology, and identity psychology. Normative psychology means that the products purchased by consumers match their psychological value, and consumers can accept products themselves; the value psychology is mainly that consumers think that purchased products have greater value than similar products, and their unique value is irreplaceable compared with others; custom psychology is a long-term consumption concept formed by consumers, which cannot be changed in a short period of time, so corresponding marketing strategies should be formulated to stimulate consumers' desire to purchase; consumers' emotional psychology is a direct manifestation of consumers' likes and dislikes of products, and consumers' emotions such as excitement and admiration during the purchasing of products are the emotional expressions; the consumer identity psychology mainly reveals the identity information of consumers through their consumption, for which some marketing scholars have summed up a set of marketing theories based on

the psychology of such people, allowing consumers to express their identity by purchasing goods. For the sports market, it is necessary to produce such products for sales promotion.

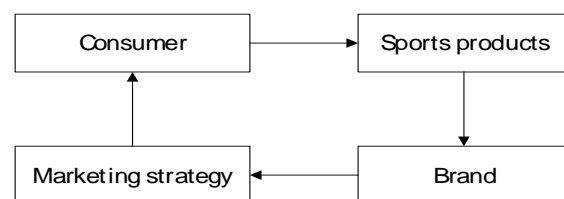
In addition to the above consumer psychology, there are still many other psychological factors restricting or influencing the consumers' consuming. In life, that often affecting consumers is not the single factor, but the combined effect of multiple factors. In the market economy, product competition is increasingly intensified, imposing higher requirements on consumers' purchasing psychology. Therefore, it is necessary to deeply analyse the relationship between consumer psychology and sports marketing to achieve the purpose of expanding market.

PSYCHOLOGY ANALYSIS AND COUNTERMEASURES OF AUDIENCES IN SPORTS MARKETING

Relationship between sports marketing and audience psychology

Sports marketing is the link between the sports market and consumers. Through certain marketing strategies, enterprises display the value of their products to consumers and stimulate consumers' desire to purchase, enabling the enterprises and consumers to establish a good relationship. Consumers decide whether to buy through the value of sports products and the brand of products, which is also reflected by marketing strategies. Figure 4 shows the relationship between marketing strategy, consumer, product, and product brand.

Figure 4. Four principal diagram



From the cyclic relationship in Figure 4 above, it can be seen that the marketing strategy affects the consumer's perception of the product from beginning to end, which in turn influences the consumer's purchasing psychology. In the marketing strategy, it can be expressed as the interaction between the consumer and the sports product. Specifically, it includes several nodes, as shown in Figure 5.

The marketing strategy was designed to make consumers a loyal customer, satisfy them with the product, and leave a good impression on the product

value and reputation. There are three main buying motives for consumers: First, the risk of purchasing such products is relatively small, which can avoid economic losses; second, by contract the purchase of products is the most economical and reasonable value-added product; third, the herd mentality. According to the buying motives of consumers, corresponding marketing strategies should be developed to achieve the purpose of improving profits. Generally, the psychological effect of marketing strategy on the audience is mainly reflected in four aspects, as shown in Figure 6.

Figure 5. Interaction patterns between consumers and products

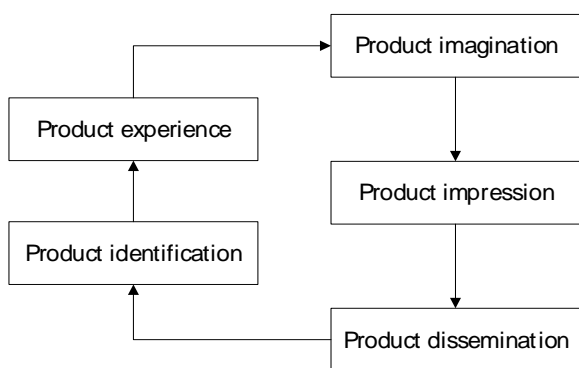
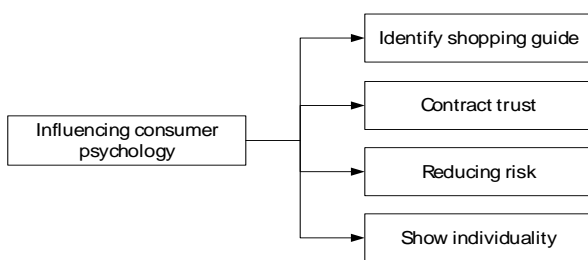


Figure 6. Psychological effects of marketing strategies on audiences



In the context of market economy, in addition to its own factors, the consumers' purchasing behaviours are greatly influenced by the external environment. From the perspective of influence strategy, the most influential factor is still the consumers' subconsciousness and self-image.

Sports marketing strategy

Through market survey, it's found that the relevant marketing strategies should be formulated based on consumer psychology if one wants to quickly occupy the market. Sports marketing strategy mainly includes product strategy, price strategy, channel strategy and promotion strategy. The product strategy is combining the needs and psychology of consumers to design the products that the market really needs; the price strategy refers to the confirmation of appropriate prices through the survey on competitive products in the market; the channel strategy is the use of different media to deliver product information to consumers; the promotion strategy means to increase sales by organizing a series of promotion activities.

The sports marketing strategy mainly includes three aspects, namely product strategy, product brand strategy and product portfolio strategy, as shown in Figure 7. While formulating consumer products, it's also necessary to fully consider the consumer psychology, touch the emotions of consumers, and establish consumer loyalty.

In the marketing strategy, the price is the most difficult and sensitive factor. It directly affects the consumer psychology, and further the enterprise profit. Therefore, various factors affecting the prices should be comprehensively analysed. On one hand, the appropriate price should be formulated from the perspective of consumers, and on the other hand, the profit should also be considered for the enterprises. The strategy of product price was formulated mainly from three aspects, as shown in Figure 8.

Commonly used sales strategies include direct sales, dealer sales, and agent sales. For the sports product enterprises themselves, if the enterprise itself can satisfy the consumers' identity, emotion, value, customs and other aspects, then the products can be sold smoothly, and the enterprise can directly sell the products to the consumers; otherwise, the products need to be sold by the marketing agents. From the perspective of the external market, if the market is in short supply, the enterprise can set up a sales team to sell in a short period of time, and the overall cost is low; if the market is relatively depressed, it is necessary to hire a professional marketing team.

Figure 7. Sports product marketing strategy

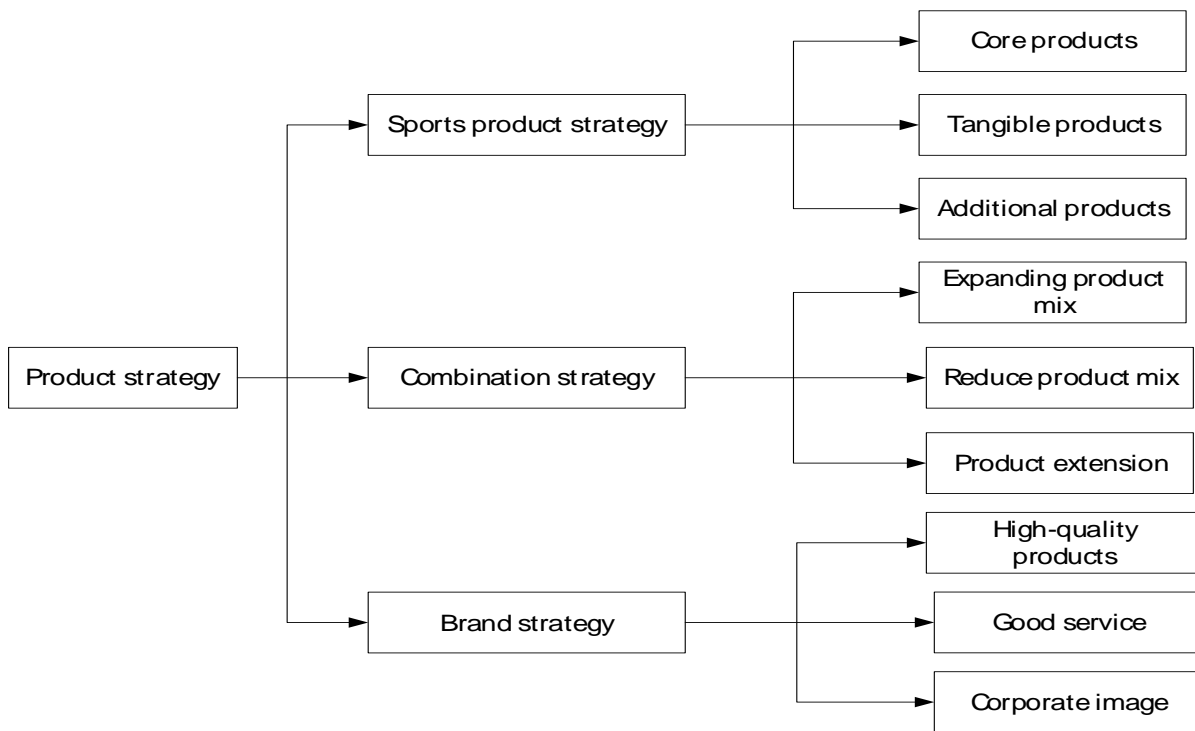


Figure 8. Price strategy formulation

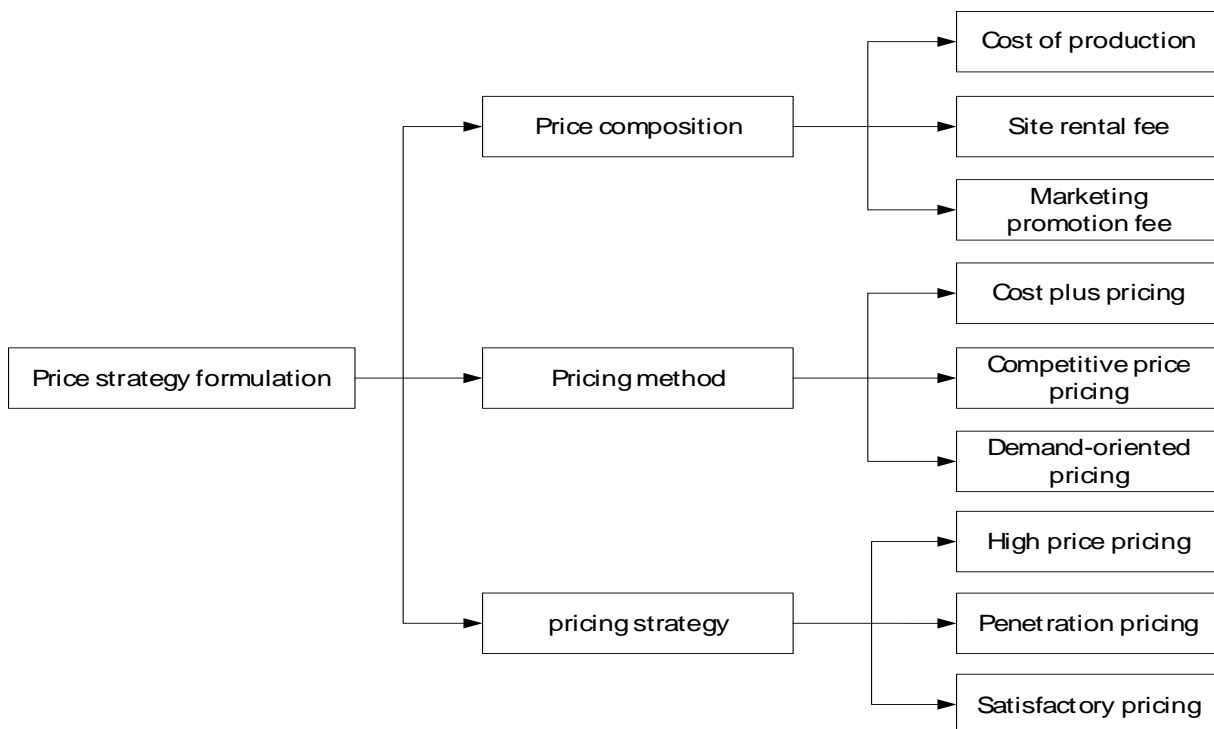
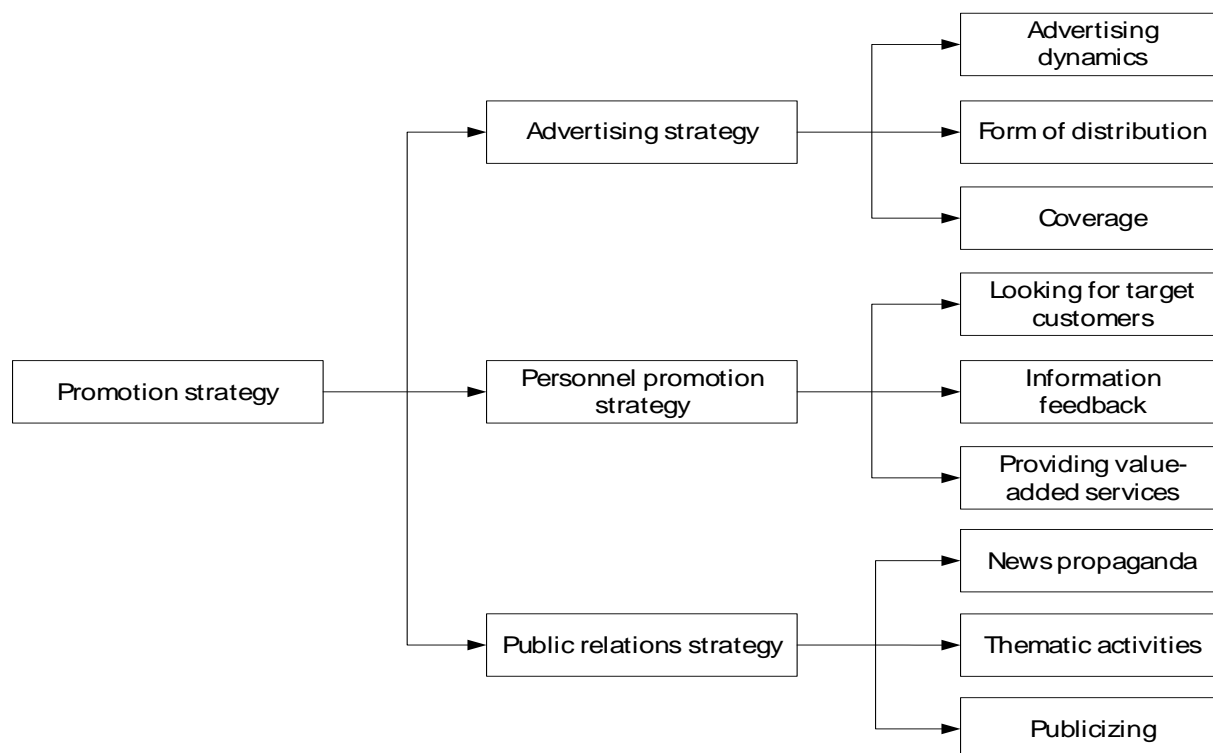


Figure 9. Contents of promotion strategy



After formulating reasonable prices and sales channels, certain propaganda channels are required to pass the product's value and popularity to consumers, which also encourages the enterprises to ensure various indicators in line with the requirements. A series of promotional activities can enhance the product reputation and stimulate the consumer's desire to purchase. Figure 9 shows the main contents of the promotion strategy.

In summary, the effective marketing strategy based on consumer psychology mainly includes two aspects. First, the market survey is conducted to dig the consumers' desire, and then endow the product design with corresponding values so as to meet the value, custom, and emotion psychology of the consumer. Second, through the product packaging and brand promotion, the influence of enterprises is expanded to meet the identity of consumers.

CONCLUSIONS

The psychological state of the audience in selecting sports products is one of the important ways to promote the sales scale of sports products and the marketing scale of sports market. This paper analyses the factors affecting consumers' purchasing behaviour and product demand, studies the relationship

between audience psychology and sports marketing strategy, and formulates corresponding marketing strategies and promotion strategies for sports products. The main conclusions are as follows:

(1) Consumers' buying behaviours are affected by their own psychological cognition such as self-demand, self-positioning etc. as well as the external environment; the marketing strategy is the most influencing factor on consumers' psychology and self-image.

(2) The enterprise or the seller needs to comprehensively analyse various factors affecting the price of sports products, consider the product price and the enterprise's interests, and carry out promotional activities to increase the product reputation, and also stimulate consumers' desire to purchase.

(3) Considering the audience psychology, the product design is endowed with the corresponding values so as to satisfy the value, custom, and emotion psychology of the consumer. Also, through the product packaging and brand promotion, the influence of enterprises is expanded to meet the identity of consumers.

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