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Effect of Sports Psychology on Enhancing Consumer Purchase Intention for Retailers of Sports Shops: Literature Content Analysis

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Abstract

Purpose: The sporting field is one of the most lucrative industries that most producers would want to share and drive-in sales towards its direction. The purpose of the present study is to evaluate how sports psychology has become a useful discipline in enhancing consumer purchase intentions. **Research design, data, and methodology:** This study employs a qualitative coding method to analyze and interpret the data obtained with a PRISMA declaration for analytical purposes. Using Web QDA (Qualitative Data Analysis) online tools, the current study coded the data obtained. **Results:** According to the prior studies, marketers should go the extra mile of looking for what sports customers are looking for. They understand that one way to increase the customers' willingness to purchase their products is by looking into the specific things that the customers look for and enjoy in sports. **Conclusions:** After all, the present study concludes that most marketers need to apply the concepts of sports psychology to understand consumer purchase intentions in particular retail stores. Consumers are likely to be influenced by their peers or groups to make decisions driven towards purchasing given sports apparel and the retail store to purchase a product.

Keywords : Sports Psychology, Distribution Approach, Customer Management, Marketing Perspective

JEL Classification Codes : D11, L81, Z28

1. Introduction

Sports psychology is one discipline that has aided in the understanding of athletes and other aspects associated with sports. Sports psychology is a discipline that has been intertwined with a variety of specializations that helps in understanding performance and the general well-being of an individual (Tenenbaum & Eklund, 2020). Sports psychology focuses on assisting athletes as they undergo their daily activities in the sporting world, enhancing their development in the sporting field. Similarly, sport psychology has aided in understanding the social issues that

entail sports settings and organizations, thereby encouraging activities in individuals who are engaging in the different kinds of sports (Grimmer & Bingham, 2013). Therefore, sports psychology has become an important discipline to individuals interested in assisting athletes, coaches, sporting directors, sports fans, or supporters in making decisions to improve the sporting experience. One of the significant effects of sports psychology is its ability to influence purchase intentions among consumers in retail stores.

A consumer purchase intention is the driving force that influences a person's consumption of a given good at a particular time. Generally, consumer purchase intention can be defined as the ability and willingness of a consumer to buy a given type of good at a particular time and place. The purchase intentions are so often influenced by the marketing managers to lure potential consumers into purchasing an existing or new product from a designated point, retail store, or even a company (Grimmer & Bingham, 2013). The development of sports psychology, including its

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ability to influence sporting decisions, has become an essential skill set needed to enhance sports actions and events. The relationship between sports psychology and consumer purchase intentions is a topic of interest that may need a more in-depth understanding.

This research evaluates how sports psychology has become a useful discipline in enhancing consumer purchase intentions, including purchasing from a given retail store. It is important to note that consumer purchase intention may not necessarily result in a sale of the product and may not be a perfect means of establishing or predicting future product sales. Thereby marketers need to evaluate more methods to ensure that the actual purchase takes place. This paper aims at understanding the level of sports involvement and the ability to purchase sporting products under social influences.

While these previous studies have advanced the understanding of the use of these single variables to study the effect sports psychology on enhancing consumers' purchase intention, a more complete understanding of the effect of sports psychology on enhancing consumer's purchase behavior needs assessment and evaluation of more complex relationships using key variables. For example, there is the need to examine the theoretical framework for the effectiveness of sports psychology (i.e. interrelationships among constructs used to measure the effectiveness of sports psychology to enhance the consumer's purchase behavior). To fully realize the opportunities available for the retailers of sports shops, it is vital to assess the effect of sports psychology on the sports sponsors, sports marketers, and consumer's cognitive and behavioral outcomes.

(1) - Integrative factor

- The discipline of sports psychology has become an integrative factor in understanding consumers' general view on a product.

(2) - A variety of specializaiton

- Sports psychology is has been intertwined with a variety of specializations in understanding performance and the general well-being of an individual

(3) - Understanding social issues

- Sports psychology has aided in understanding the social issues that entail sports settings and organizations, thereby encouraging activities in individual consumer.

Figure 1: Sports psychology and its relationship with customers in sports shop

Therefore, this paper is designed to close these gaps by examining the theoretical relationships among brand awareness, consumer's sports involvement, the image of retailers of sports shops, and the consumers' purchase intentions. In this way, the current study will contribute to the body of knowledge of the consumer's purchase intention by extending understanding of causal relationships among variables salient to measuring the effects of sports psychology on consumer's purchase behavior.

2. Literature Review

The demand for sporting products and sports gear is often influenced by participation and involvement in sporting activities. Organizations ensure that the sporting industry remains active to enhance their sales and promotion in sporting events. Companies are investing billions of dollars in sports sponsorships and advertisements to facilitate continued involvement in sports and ensure the purchase of their products are in constant demand, thereby enabling returns in terms of profits (Eagleman & Krohn, 2012). The demand for sportswear is also influenced by individuals' ability to continue participating in sporting activities and continued acceptance of sports merchandise.

Athletes are purchasing sportswear to enhance their participation and performance in the sporting fields, while other industry players or consumers buy the sports product for other purposes. For instance, sports fanatics may purchase a given product affiliated with their favorite teams in a bid to try and identify with such a team (Lee, Trail, Lee, & Schoenstedt, 2013). Similarly, some individuals purchase sports products to enhance donations, particularly to teams that may not buy enough sporting apparel for their teams. Thus, sporting apparel companies are constantly searching for individuals who use sporting products from both inside and outside the field. Such has been seen by global companies such as Adidas and Nike investing heavily in ensuring that they drive their products from their designated retail stores. New brands in the market are also trying to establish a market significance and awareness of their products, opting to use the diverse social skills to influence sporting actions (Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, & Sherazi, 2012).

2.1. Influencing consumers to purchase sporting products

Scholars have identified that various aspects influence consumers' ability to purchase sporting products (Widyastuti & Said, 2017). A product's attributes are also a major aspect that influences consumers' purchase intentions. The attributes involve assessing the sports product in terms of its use, the material used to make the product, and its

design. Besides, the fit and aesthetics of apparel is also a major factor in driving consumer purchase. When such attributes match the consumer's need, the purchase intention is likely to grow, and the consumer is also expected to purchase the product from the given store selling such products. Besides the product attributes, it is also important to understand the demographic and situational factors that may influence consumer choice. The demographic composition is more likely to influence a given sports gear's purchase at a particular place and time (Widyastuti & Said, 2017). For instance, consumer purchase intention is most likely low in a population composed of individuals less interested in sports activities. Retail stores are thus unlikely to realize the sales of sporting products they sell; such may be the opposite case in a population full of sports enthusiasts.

Sporting products are so often seen as fashion products as they usually follow fashion trends. Hence, they are highly influenced by diverse social factors. An individual seeking identity is likely to choose a brand product that would fit the identity that they are in search of. For instance, the wearer is likely to choose a brand color that would match their identity, the brand of the product. Also, the place the product is sold becomes fulfilling, enhancing satisfaction as they feel recognized by a given team (Aghekyan-Simonian, Forsythe, Kwon, & Chattaraman, 2012). Consumers who are more interested in sports often take more time to check the trending sports fashion. The consumers are more likely to spend most of their time searching more about their preferred sports products, and such individuals are likely to be susceptible to the informational social influence. The extensive research on product fashion enables them to acquire sufficient information on trending, thereby being able to purchase a product after the acquisition of enough resource information to enhance purchase. Similarly, consumers who are less interested in sports are less likely to fall for informational social influences. Such a category of consumers who are less interested in sporting activities spends little to no amounts of time seeking information about a sports product and stores offering such products, thereby reducing their capacity to purchase the product since they have limited purchase intentions.

From this discussion, it is possible to draw the various key factors that influence the purchase decisions of sporting products. First, consumers are influenced by the name of the brand and the store. Most consumers are aware of the pricing strategies of each brand, the quality and quantity of the products offered by each brand, the type of the environment provided by each brand, and the marketing style for each brand (Comwell, 2017). Therefore, these factors either attract consumers to purchase the brand's product or repel consumers from purchasing the brand's

product. Second, customers assess the risk involved in purchasing products from a particular company (Zaharia, Biscaia, Gray & Stotlar, 2016). For example, customers prefer buying products from firms that warrant their products to avoid the risk of total loss in case the product fails to serve the intended purpose (Khoa, 2020).

2.2. Factors that lead positive consumption

Various factors often influence consumers interested in gaining more information about their preferred sporting product. One notable factor is the athletes that such consumers are interested in and are ardent admirers or supporters. Consumers may tend to purchase sports apparel associated with their preferred athlete, which positively influences the purchase of a product. The trend is more familiar with males as compared to females. Generally, male consumers are the ones who are most interested in sporting activities as compared to female consumers, explaining why most male sports actions are usually popular as compared to females. Most television networks often air men's leagues compared to female leagues, which has also influenced the level of sponsorship and marketing deals targeted towards attracting men compared to females. Notable and popular athletes are often used as brand ambassadors by most stores dealing in sportswear apparel. The endorsement of a brand or a retail store by a celebrity athlete either by word-of-mouth or as a brand ambassador has a positive influence on the consumption of a product affiliated to the online store. The positive consumption is more common with consumers who would like to identify with the celebrity. Thus, the stores using the athletes can positively utilize psychology in influencing the trajectory of consumer purchase intention.

Studies define informational influences as an individual's ability to accept information from other sources or people and accept them as a reality. For instance, when consumers are likely to purchase a product from a given retail store, they are likely to use other individuals' responses about a particular store and its products. Informational influence as a social influence has become more common with the increased use of the internet where possible previous consumers of the products are leaving behind reviews and ratings of a product. The review and rating given are most likely to influence the consumer's choice of purchasing the given product.

normative social influences have been defined as accepting or conforming to another individual's positive expectations. Such a social influence is often driven towards impressing other individuals and not the self. For instance, a consumer is likely to be influenced by others or a group to purchase a given sports product to meet the group's requirements. Therefore, a person may buy such a

product to enhance identity and proudly associate with the group. Similarly, an individual may also like to enhance their self-image amongst the group, which also influences their purchase intentions.

One of the most cited factors is excitement (Comwell, 2017). According to Comwell (2017), prominent sporting activities, such as the World Cup Football and the Champions League, cause a lot of excitement to fans, hence triggering them to buy certain products affiliated to the winners of the competition. Therefore, many consumers buy certain sporting products affiliated to the winner of a particular competition to identify with the winners. Another common cited contributor of consumption of sporting products is social class and peer pressure (Walker & Hills, 2017). It is a common phenomenon that people of a particular social class tend to consume a particular sporting product. Perhaps, the habit to consume a common product within a certain class of people is triggered by peer influence. For instance, each member of the social class would want to buy a sporting product because most of the members are using that product; and they fear to look old one out.

2.3. Consumer's multisensory experience

Several studies also show that sports psychology's social skills have been more important in enhancing consumption behavior (Sa'ait, Kanyan & Nazrin, 2016). Sports products are fashionable wears that are often conspicuous and susceptible to other people's judgment. Individuals often seek a positive judgment for different reasons, including enhancing their self-esteem. Therefore, an individual is likely to use the most fashionable sportswear or even purchase a product from the most fashionable retail store. Similarly, the brand name also plays an important factor in consumer choice of fashion (Kudeshia & Kumar, 2017). Consumers interact more with their peers, and such an interaction is more likely to influence the choice of a product, including a brand name, especially in a cohesive group.

Sports attract emotions and involve emotional attachments. Various consumers are mostly governed to purchase given sportswear in the stores that are more concerned about their favorite teams or even athletes (Bae, 2011). Such has attracted the attention of stores to consider satisfying the emotional attachments of most consumers. Physical retail stores have taken a competitive advantage over the online stores by ensuring a good customer relationship by enhancing the consumer experience. The offline stores are in physical communication with the consumers making them more appealing than the online stores. The offline retail stores ensure that they enhance a consumer's multisensory brand experience at the point of

sale, where the consumers become more satisfied with the physical purchase. This is opposed to the experience they would get in the online stores where a purchase is mainly made virtually (Chiu, Kim & Won, 2018). The better consumer experience ensures that the consumers give referrals to their friends and other potential customers to purchase from a given retail store. The employees' social encounters also enhance consumer experiences and ensure that such stores have loyal consumers who tend to be satisfied as they benefit more due to the social attractions and the consumer experience.

Table 1: The Summary of prior studies

Key factor	Summary
1: Product Attributes	* The product attributes influence positively to consumers and involve assessing the sports product in terms of its use, the material used to make the product,
2: Leading positive consumption	* Social influences determine an individual's choice and the decision that an individual is likely to make in purchasing.
3: Multisensory experience	* Consumers interact more with peers, and such an interaction is more likely to influence the choice of a sports product
4. Buyers' psychological constructs	*It includes individual values, attitude to brand/product, customers' expectations, and experience from past purchases Therefore, consumers may choose to purchase or not to purchase a product(s) from a particular company based on their psychological construct.

3. Methodology

The present researcher has used qualitative coding implements to analyze and interpret the data obtained with a PRISMA declaration for analytical purposes. Qualitative research is essential in studying since information value includes comprehensive integrity, transferability, reliability, and conformity. Consequently, no confirmation, refutability, or logical integrity must be included in the data collected. The analysis deals with a broad knowledge of a topic, which helps broaden an understanding of a problem, as noted in the previous report. The present author has attracted the study of (Richard, & Kang, 2018; Han, & Kang, 2020) which was well-written to provide theoretical solutions from the prior literature and indicated that qualitative study using numerous prior literature review is

enough to give thoughtful implication and discussion to other researchers.

Using Web QDA (Qualitative Data Analysis) online tools, the present researcher coded the data obtained. The web content analysis platform is useful because it allows a researcher to examine themes in texts and, in a way, allows an ideal way to understand links within categories of data. The researcher, therefore, identified different groups and then identified emerging topics from the textual data. Qualitative research is inductive, so the primary purpose of the study of content analysis was to determine the things and current issues that would help provide answers for the present research. However, past researchers addressed that the difficulty of content analysis is "differentiating between the level of abstraction and the degree of interpretation," which raises the lack of qualitative data trustworthiness. By demonstrating the rationale of how the study classified themes and categories, the investigator restricted this risk (Queirós, Faria, & Almeida, 2017; Woo, & Kang, 2020).

The results which obtained from theoretical approach are analyzed with an organized review approach. To collect the suitable data, the author tried to obtain the extant literature regarding sports psychology and consumer purchase intention. The author also obtained textual data which associates with the possible solution through the Web datasets (mostly peer-reviewed work). The suitable strategies for marketers were figured out and after that, author could present the findings which suggest to boost customer purchase intention in sports retail store. For practitioners who would like to apply sports psychology theories, the following

For modern leaders seeking to align business priorities with sports psychology theories, the present author presents the following main subjects as a critical solutions for enhancing consumer purchase pattern (Sung, 2021).



Figure 2: The procedure of Qualitative Textual Analysis

4. Results

Sports Psychology has a lot of roles to play in the realization of the nation's sporting objectives. The following are some of the roles which Sports Psychology can play in enhancing performance. Since the totality of the athlete's personality is involved on the playing field, one of the sports psychologist's primary roles is in the behavioral

control of the athlete. This could be used for performance enhancement through the modification of undesirable attitudes. A sports psychologist works on each individual's emotional conflict and the individual athlete's needs, making him take decisions crucial to success or failure during play (Güllü, 2018). Athletes and consumers must be treated as unique individuals by realizing their differences; hence, one person's needs must be separated from those of another person from a different background. Sports Psychologist is also involved in crisis intervention. A crisis is viewed as an acute situation with emotional responses that interfere with or mar an athlete's ability to perform excellently—ensuring high-class athletes' performance under competition pressure by applying various psychological principles before, during, and after competitions (Gilmore, Wagstaff, & Smith, 2018).

4.1. Motivation for athlete consumers

The sports psychologist will use his/her knowledge of human behavior in motivating athletes. Motivation does not mean material rewards like money, house, car, etc. Motivating the athlete in training by varying training methods makes them have feedback of progress in training and makes them have a say in the training plan.⁹ Stress management is another important area where the sport psychologist helps in enhancing sports performance. Coping with stress is developed in the athletes. Various techniques can be adopted in dealing with stress. Discipline is deliberately taught among the athletes (Ko, Park, & Claussen, 2008). The discipline of sportsman/woman affords the individual to develop very high self-esteem, enhancing performance and creating confidence, making the athlete satisfied to feel involved in sports. Athletes who develop self-esteem can get more motivated and become more productive (Mosewich, Kowalski, Sabiston, Sedgwick, & Tracy, 2011; O'rourke, Smith, Smoll, & Cumming, 2014). Sports Psychology is said to teach the individual to be positive, supportive, and sensitive. These skills are described as self-worth building skills. These and many more are relevant areas the sports psychologist assists in developing sports, enhancing peak performance.

4.2. Going extra mile

Sports psychology is a vital aspect of creating and improving customer purchase intention in sports retail stores. Products offered in sports retail stores are closely related to the major sporting events in a given area at a particular time. During these sporting events, marketers may decide to take advantage of these events to market their products across different platforms. Since sporting is based not only on skills but also on the right attitude and

the right head game, sporting has been taken to a different level over the past century. Currently, most of the athletes put as much effort in maintaining keeping the psychological aspects in check to improve their skills. Hence, these efforts call for sports psychology, which involves giving the athletes psychological knowledge to keep their heads in the game.

Marketers go the extra mile of looking for what sports customers are looking for. They understand that one way to increase the customers' willingness to purchase their products is by looking into the specific things that the customers look for and enjoy in sports. It does not only range on the sporting gear but very many other factors, including how these athletes can interact with these products as well as the role that is played by the product in improving the attitude and mental health of the athletes (Liu, Parganas, Chadwick, Anagnostopoulos, & Parganas 2016). Most athletes will always have a particular product, such as sporting shoes, which will enable the athlete's performance to reach its optimum potential. For instance, an athlete will always require a specific type of shoe, which they term as the winning shoe, which means that they cannot be stable mentally to participate in the event if they fail to get that shoe. In this case, they recommend that the shoe is the best in the market since it enhances their performance.

4.3. Improving target market's interest

Athletes play a significant role in influencing their fans' decision-making process on the type of sports gear they require to purchase for their sporting activities. A large percentage of athletes are obsessed with the athletes they idol and know them inside out, which means they understand the athletes' attitude and the type of gear they use to enhance their performance. The fans' keen interest in their idolized athletes is very important to marketers (Chung, Derdenger, & Srinivasan, 2013). Marketers get to understand the relationship between athletes and their fans, which provides the necessary information that can aid in influencing the decision-making process of the fans and, in the process, improve the willingness of the customers to purchase particular products from various stores. Marketers have, therefore, come up with different solutions that can help in the application of sports psychology in improving customer purchase intention in sports retail stores. Some of these ways include signing endorsement deals with the athletes, sponsoring events, and even partnering with athletes to utilize sports psychology to improve their businesses.

Therefore, different multi-national corporations have taken advantage of sporting psychology to improve their target market's interest. Most of them go the extra mile of customizing their best products to suit the athletes' needs,

which may involve the right sporting gear. When participants have it in their mind that the sporting gear, they use will serve their intended purpose, they develop a winning attitude since they have the best sporting gear in the market (Nesti, 2011). When they compete and, in some circumstances, emerge at the top, their fans develop the notion that sports gear from a particular retail store is the best since their sports idols are using them, and they have gotten results. They hence develop the willingness to purchase similar products from these sports retail stores at a given time. This strategy enables many sports retail stores to improve customer purchase intention and mainly occurs during major sporting events such as the world cup and world athletes.

4.4. Obtaining benefits of endorsement deal

Sports retail stores have different ways in which they use sports psychology to improve their customer purchase intention. One of these ways includes signing endorsement deals with athletes who have a big fan base. The endorsement deals involve signing contracts that allow the athletes to use customized products from the company, including sports gear. These athletes know that the retail stores offer sporting products that are quality and suit their needs hence set them up for success (Lear, Runyan, & Whitaker, 2009). Hence, the retail stores benefit from the endorsement deal improving their customer purchase intentions among the athletes' fans and followers. Several retail sports stores use this strategy to improve their customer base and customer loyalty, especially when the athletes are most active in sporting activities.

The massive following that these athletes have more willingness to purchase sports products from those sports retail stores. The reason behind the willingness is because they believe that with these sports products, they are in a better position of getting results, as seen from these athletes. Consumers are always looking for products that yield the best results during sporting competitions. For instance, a customer will purchase shoes from a sports retail store based on the idea that these shoes will improve their sports performance. Apart from performance perceptions, they also buy these products to indicate membership or affiliation to a specific reference group. For instance, a consumer can purchase an athlete's Jersey from a particular sports retail store since they belong to that country or team for which that athlete plays for. Retail stores, therefore, use this information to communicate with these fans through the athlete. Several companies have even partnered with the athletes who provide a massive following as customers for these retail stores. The retail stores reciprocate by sharing their profits with the athletes. In the process, they improve consumers' willingness to purchase these products in various

sports retail stores, hence improving customer purchase intention in sports retail stores (Lear, Runyan, & Whitaker 2009).

4.5. Sponsoring whole events

Some marketers in sports retail stores go the extra mile of sponsoring whole events to improve athletes' psychology. For instance, a sports retail store can offer to sponsor a marathon event. In the process, they provide sporting gear from their stores, including the shoes, watches, and attires worn by the athletes during the events. Athletes will be responsible for improving their performance due to a gesture of appreciation to the retail stores. This has directly influenced the decision-making process of their fans based on the performance of the athletes. Some athletes might even continue using sports products from these sports retail stores, influencing customers' willingness to purchase specific products for the sports retail stores. The retail store will also have managed to tap into a broader market compared to the endorsement of a particular athlete or sponsoring them, which is because of the involvement of the athletes of the event and the management of the athletes creating a wider reach (Koo, Quarterman, & Flynn, 2006; Cornwell & Coote, 2005).

4.6. Sports Consumer Behavior Theories

This research involves multiple theories which helped the researchers to understand sports consumer behavior in general. The first theory is the Means-End Chain theory. This theory emphasizes a conceptual model for a cognitive organization or data about product knowledge, and it helps to explain a goal-directed behavior. The goal-directed behavior is set hierarchically, beginning from typical observable steps to the abstract and individual objectives (Casper, Pfahl, & McCullough, 2017). Individuals come up with the objectives. A good example is doing some exercise to reduce some weight. There are multiple reasons why individuals would be interested in some weight. Then there are some elements and attributes which leading individuals on how to achieve the objectives. For example, individuals can achieve loss of body weight through exercising and having a better diet. Dieting involves different ways which would make it effective. Athletes may decide to acquire light products, use them, and avoid consuming any snacks.

Walking long distances may also strengthen athletes and help them save some money. Exercising is particular to the objective of losing weight and also as a motive of staying fit. Being healthy motivates the athletes to lose some weight with the aim of becoming attractive. Goals, processes, and motives that individuals use to achieve the objectives are likely to become an ever-spreading network

(Trail & James, 2011). When an individual chooses a particular objective, the objective is motivated by something. Also, individuals have to evaluate the processes in which they will achieve the objective. However, one objective may belong to multiple individuals. The individuals can also be motivated by different things, and they may apply different processes to attain the objective.



Figure 3: Summary of the theoretical data analysis (Marketer's approach)

5. Discussion and Implication

Sports psychology and business have a strong link, especially when examining consumer purchase intention. The research identifies that consumer purchase intention refers to a consumer's ability to purchase a given product and the attitude a consumer possesses regarding the product. Researchers have identified that psychology and social activities have a more significant influence on enhancing sports merchandise purchases. Most marketers have thereby applied the concepts of sports psychology to understand consumer purchase intentions in particular retail stores. Sports psychology involves mental preparation, which involves the factors that yield a lot of influence on the athlete. These are social status, the home, economic background, religious setting, Physical tolerance, moral background, social status, and value system. The sports psychologist has also been involved in the athlete's performance enhancement by facilitating the learning process. Errors that athletes make may be corrected during skill acquisition. This can be by team building through testing and observation of behavior (Kang & Hwang, 2017). Sports psychology also enhances communication amongst athletes and officials. This may also involve interpersonal communication among athletes. This is a significant role.

Various scholars have identified that various aspects influence a consumer's ability to purchase sporting products. A product's attributes have been seen to be the major aspect

that influences consumers' purchase intentions. The attributes involve assessing the sports product in terms of its use, the material used to make the product, and its design. Athletes purchase sportswear to enhance their participation and performance in the sporting fields, while other industry players or consumers maybe buying the sports product for other purposes. Marketing done by sports retail stores involves a deep understanding of the relationship between the athletes and their fans, who are the sports retail stores' target market. Marketers use this knowledge to improve the willingness of the customers to purchase their products. Sports retail stores have different ways in which they use sports psychology to improve their customer purchase intention. These strategies include sponsoring events and individual athletes, providing endorsement deals that help market their products, and even getting into partnerships with athletes. In the process, they manage to improve customer purchase intention in sports retail stores, which boosts these stores' profit margin.

The research identifies external social factors influence most athletes in making purchase decisions. Consumers are influenced by their peers or groups to make decisions driven towards purchasing given sports apparel and the retail store to purchase a product. The consumers' interest in sports and the various attributes of a product that a consumer prefers in their purchase is important in determining whether to consume a product. Image and identity amongst peers are observed to be the key player in influencing consumer purchase decisions. Consumers may want to be identified with an exceptionally high performing or favorite Sport amongst most of the population. Retail stores are taking advantage of the majority interest in sports to establish branches in such locations to tap much of the revenue. Such has been established by the retail stores enhancing consumer experiences that are driven towards ensuring positive interactions with the consumers, thereby socially influencing consumers to buy a given sports merchandise. Similarly, it can be noted that retail stores are utilizing celebrities or the most followed athletes to influence the decisions of consumers to purchase from the given stores, positively driving purchases from retail stores increasing the revenue returns.

Sports psychology is a multidisciplinary art that gets its familiarity from a vast choice of connected acreage, including biomechanics, psychology, kinesiology and physiology. It analyses how intellectual factors determine the execution and how participation in sports and workout affects subconscious and physical aspects. Sports psychology helps contenders improve their involvement and attainment in competitions. The intent is a personal decision or commitment to act; consumer purchase intent can be a personal decision to make a purchase regardless of the price.

The present study emphasizes research magnifying peculiar sport psychology concurrence in the consumer purchase ambience. The main factors to consider in this relationship are superiority and social prominence, and a genuine self-perspective. Consider a young contender, the discipline they apply in sports reflects in a real-life situation: helps mentor self-worth and build esteem by sorting out issues in the process training on short and long-term plans, instils timekeeping and problem-solving skills (Adnan, Jan & Alam, 2017). The type of sport a contender is in also determines their consumer purchase intent; considering the contender is in a team, the probability of manifestation of traits is high as sports present different challenges.

The literature review states that they usually used internet applications in sports to be used as information sources. Results of the study show that consumers prefer club sites for gathering information. This trend shows the people have accepted the internet as a reliable information source (Chiu & Won, 2016). The study has helped sports products reveal efficient factors in online marketing that seek to satisfy consumers, uphold loyalty, and offer alternatives to effectively using online marketing. Furthermore, results show that consumers affect a sports organization's success since fans are among the income sources in a football organization. At club may perform and break records, but lack of fun interest means the club does not gain revenue.

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