

## **The effect of lifestyle on the immediate shopping behavior of sports tourists**

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### **Abstract**

In today's world, having enough information, awareness and knowledge of the lifestyle of sports customers, can solve many problems related to customer behavior, so the purpose of this study is to investigate the impact of lifestyle on the immediate shopping behavior of sports tourists. The present tense is based on the verses of the present tense; The method was Descriptive-survey, and the data collection method was Library-Field, and a researcher-made questionnaire was used to collect data. The statistical population of the study consisted of selected tourists from the tourist destinations of the provinces of the country (East Azerbaijan, Khorasan Razavi, Gilan, Khoozestan). Was selected by simple random sampling. Data analysis in the descriptive part included frequency and mean tables, and in the inferential part the Kolmogorov-Smirnov test was used to check the normality of the data and confirmatory factor analysis with a partial least squares approach was used to examine the relationship between variables. The software used for data analysis were SPSS V20 and SmartPLS3. The

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results showed that lifestyle has a positive and significant effect on the immediate shopping behavior of tourists in the studied tourist destination ( $t=8.376$  and route coefficient=0.261).

**Keywords:** Lifestyle, Immediate shopping behavior, Sports tourists.

### **Introduction**

Today, tourism is recognized as one of the leading sectors in the world economy, as the United Nations Tourism Organization (UNWTO) has shown that tourism has one of the largest and fastest growing economic sectors (United Nations Tourism Organization, 2016). The results of previous studies show that consumers make instant purchases for three reasons; The first is because of the pleasure of shopping, the second is because of the lifestyle, and the third is because of the attractive discounts (Asusa and Mick, 2015; Pandi, 2017; Sari and Pidada, 2020). Given the above and the importance of variables such as the lifestyle of sports tourists and instant shopping, researchers in this study are looking to find out what effect the lifestyle of sports tourists has on the immediate purchase of tourists?

### **Methodology**

The research tool was a researcher-made questionnaire consisting of two parts. The first part was related to demographic information and the second part was related to research variables. The demographic section included gender, age group, marital status, income, and number of trips per year, and the section on variables included questions on lifestyle variables (questions 1-13) and instant shopping behavior (questions 14-30). To determine the validity, the questionnaire was presented to 15 experts in the field of sports management. By reviewing the comments and



suggestions of these professors, its validity was obtained. In order to evaluate the reliability of the questionnaire, Cronbach's alpha was used, the results of which showed that the research tool has a high reliability ( $\alpha = 0.91$ ). Confirmatory factor analysis with partial least squares approach was used in data analysis. The software used for data analysis were SPSS V20 and SmartPLS v3.

### **Research Findings**

At the 95% confidence level, based on the results of Table 4, considering that the value of t-statistic is greater than 1.96 (20.885), it is possible to accept the significant impact of lifestyle on the immediate buying behavior of sports tourists. Also, the standardized coefficient of the path between lifestyle and immediate buying behavior of tourists (0.278) indicates that the lifestyle variable explains 27% of the changes in the variable of instant buying behavior of sports tourists.

### **Conclusion**

Purchasing and consumption are an undeniable part of the family's social actions and play a decisive role in allocating resources for the production of various goods, the manner of their distribution, as well as economic, political and social development. If this phenomenon is viewed from the perspective of consumer behavior, the pattern of consumption and purchase of people is considered as a cultural phenomenon that can be explained and studied under the category of lifestyle (Nazari et al., 2011). Thus, lifestyle reflects consumer choices and how one spends one's income. Therefore, consumers choose their lifestyle and try to achieve their desired lifestyle by buying certain products and brands. This behavior



creates many opportunities in the market. Research on various products shows that consumers choose products because they are more closely related to their desired lifestyle (Dehghani-Soltani et al., 2013). Finally, the research findings indicate that there is a positive and significant relationship between people's lifestyle and the immediate purchase decision of their tourists. This means that lifestyle is an important factor in the purchase of sports tourists and it can be predicted that by changing the lifestyle, the behavior of sports tourists in buying goods or services will also change.

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