

***Exploring the sports consumption culture of young women
based on the theory of consumer culture***

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Abstract

Consumption at different levels can be discussed and analyzed, that one of its aspects being sports consumption. Considering the significant impact of women's sports culture on consumption, the purpose of this study was to analyze the sport consumption culture of young women based on consumer theory. In this research, the methods of research were thematic analysis and Delphi method. The population of the study was women and girls aged 18-30 years old. They were interviewed using purposeful sampling, and 38 were interviewed and analyzed by the method of thematic analysis. In the second phase, according to the extracted themes of the first phase a researcher-made questionnaire was formed. Then, 28 experts were asked to fill out the questionnaire by Delphi method. In this research, four dimensions and 26 statements were identified as influential dimensions of consumption sport culture of women's and examined by experts. The first was lifestyle, which was the most important influence on the culture of exercise. The second and third dimensions were obtained aesthetically and escape. Finally, the fourth dimension of this research was the socioeconomic dimension of the sport consumption culture.

Keywords: consumer culture, sport, women, consumer culture theory.

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Introduction

Today, consumption has become one of the most basic concepts for understanding modern society, as experts have discussed it from different angles. Exercising requires time and thought. Potential audiences are expected to explore the effects, advantages and benefits of pre-exercise beforehand and to anticipate and imagine the effects. At the same time, female professional athletes attract fans by presenting a clear identity. In general, by using the media, gender continues to shape the culture of consuming a particular sport (Brannagan and Giulianotti, 2015). Accordingly, in this study, the culture of sports consumption of young girls as one of the major groups of sports consumers was analyzed.

Research Tools

In this study, in order to explore the culture of sports consumption of young girls as deeply as possible based on the theory of consumer culture, a qualitative methodology was selected. The statistical population of the present study consists of 18- 30 year old girls. By using a typical case sampling strategy (purposive sampling method), individuals who were suitable for qualitative analysis and also within the objectives of the present study, were interviewed. In general, to collect data, 38 interviews were conducted for 15 to 30 minutes. Then, in the second phase, the analysis of the themes obtained from the first phase was provided to 28 experts in the form of a researcher-made questionnaire and was analyzed by Delphi method.

Data Analysis



In this study, four dimensions and 26 propositions were identified as influential dimensions of sports consumption culture and examined by elites. The first dimension was lifestyle, which was recognized as the most important dimension influencing the culture of sports consumption. The second and third dimensions were obtained aesthetically and liberating, respectively. Finally, the fourth dimension of this study was the socio-economic dimension of sports consumption culture.

Conclusion

Considering the significant effect of sports consumption culture, the purpose of this study was to study the dimensions of this effect using content analysis research method and Delphi method. In this study, four dimensions and 26 propositions were identified as influential dimensions of young girls' sports consumption culture and examined by the elites. Analysis of the experts' opinions shows that six statements failed to reach a consensus of more than 60% among the members of the Delphi group.

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