Analysis of communication model of IT acceptance and retail quality in sports brands

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The aim of this study was to analyze the communication model of information technology acceptance and retail quality in customers of sports brands. The research method is descriptive-correlation. The statistical population of the study is all the customers representing Adidas, Nike, Reebok, Puma brands who were members of the brand's Instagram page. The condition for the participation of the subjects in this research, in addition to buying that particular brand, is to be a member of that brand's Instagram page. According to Morgan's table, 385 people were selected as the sample. The research instruments used were standard questionnaires for retail service quality (Kim and Lane, 2002) and information technology acceptance based on the Davis model (1989). Descriptive and inferential statistics were used to analyze the data. The tools used were SPSS version 25 and LISREL version 80/8. The research findings showed that the acceptance of information technology is related to the quality of retail among the customers of selected sportswear brands; Therefore, in order to improve the quality of retail, using appropriate methods in the process of accepting information technology to improve the quality of retail; Promoting and encouraging people to use and adopt information technology to improve the quality of retail; It is recommended to raise the necessary awareness of people

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about the benefits of using information technology and the quality of retail through the media.

Keywords: Acceptance, Information Technology, Quality, Retail, Sports Customers.

Introduction

The sports industry, valued at about $ 600 billion worldwide, is a vast and growing industry. Although the industry has been hit by the global recession, opportunities are still emerging; Especially the exciting and valuable opportunities that arise for sports fans, manufacturers of clothing and sports equipment (Plankt, 2009). According to the above, the clothing industry and sports brands in Iran have a good capacity due to its vast scope and abundant job creation; So that it can gain a foothold in export markets. Despite the importance of this issue, limited research has been done on the role of information technology adoption to attract more people to sports brands. In fact, the main issue of the research is to find out how people who tend to shop online can improve the quality of retail by adopting technology, and the number of people who are attracted to the desired brand can be increased in this way. In line with this issue, the question arises whether there is a relationship between the acceptance of information technology and the quality of retail in the customers of selected sports brands?

Research Method

The research method is descriptive-correlation. The statistical population of the study is all the customers representing Adidas, Nike, Reebok, Puma brands in Iran who were members of the brand's Instagram page. The condition for the subjects to participate in this research, in addition to buying that particular brand, is to join that brand's Instagram page. According to Morgan's table, 385 people were selected as the sample. The research instrument was a questionnaire. In this study, standard questionnaires of retail service quality (Kim and Lane, 2002), orientation to information technology based on Davis model (1989) were used. All

questionnaires are designed in the form of a 5-point Likert scale. The face and content validity of the questionnaire was confirmed by 9 professors of sports management. The construct validity of the questionnaire was confirmed by factor analysis test and the factor load of all questions was more than 0.5. The reliability of the IT Admission and Retail Quality Questionnaire was confirmed by Cronbach's alpha coefficient and its value was more than 0.70 (0.83 and 0.86). Descriptive statistics (mean, standard deviation, etc.) and inferential statistics (factor analysis test, structural equation methodology) were used to analyze the data. The software used for data analysis was SPSS version 25 and LISREL version 8.80.

Research Findings

Chi-Square=334.90, df=144, P-value=0.00000, RMSEA=0.081
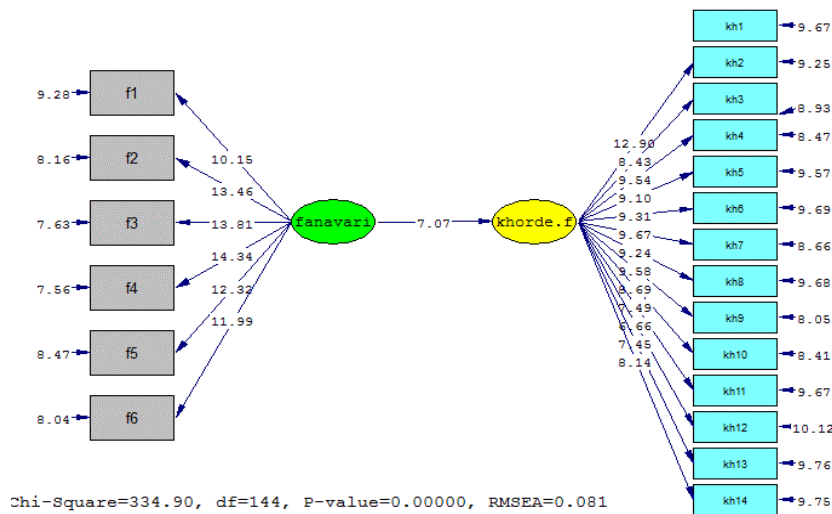
According to the above table, the standard coefficient between the two variables of technology acceptance and retail quality is equal to 0.61, due to the significant coefficient of all routes are in the range of more than 1.96, so it can be said that all routes are model Research is positive and

meaningful. Therefore, the null hypothesis is rejected and the research hypothesis is confirmed. Therefore, it can be concluded that the adoption of information technology has a positive and significant effect on the quality of retail.

Conclusion

The use of technology acceptance model makes shopping easier and this attracts customers to buy and ultimately increases online shopping (Ice, 2009). Based on the above and the effect of IT adoption on retail quality, it is suggested that sports brands pay attention to these variables to improve their productivity. Therefore, considering the relationship between IT acceptance and retail quality, it is suggested: Appropriate methods should be used in the IT acceptance process to improve the quality of retail; Promote and encourage people to use and adopt information technology to improve the quality of retail; Improve the quality of retail information systems through the training of experts.

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