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A Confirmatory Factor Analysis for Generation Y's Online Consumption on Sport Products

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I. INTRODUCTION

1. Problem

There has been a significant growth in demand for sport goods and sport industry has taken advantage of the development of recent technology. In 2000, on line retail sales for sporting goods equipment, sports apparel, and athletic footwear reached \$ 69.5 billion in the United States (Sporting Goods Manufacturers' Association, 2001).

The generation born between 1977 and 1994, is often called Generation Y (Stevens, Lathrop, & Bradish, 2005). They are the offspring of the Baby Boomer generation and their size in the market with nearly 80 million makes it worth the attention of the retailers and marketers (Alch, 2000). This group of young people is characterized to be responsive to recent technological advances and make online purchases for variety of sport related products including game tickets, equipments, and licensed merchandises. Aside from their own spending, they influence families' major purchasing decisions (Stone, Stanton, Kirkham, & Pyne, 2001).

2. Online Consumption Behavior

The average adult has nearly doubled their daily use of the Internet from 2.1 hours per day in 2006 to 3.8 hours per day in 2008. The Internet is used for a number of activities such as information search, entertainment and games, commercial transaction, and communication (Ahuja et al., 2003). By the first half of 2006, more than one billion people used the Internet worldwide, representing a 200% increase since 2000 (Hur, Ko, & Valacich, 2007). The

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Internet is a very popular tool for gathering information as well as shopping. 30% of consumers use the Internet to search for product information and 24% use the Internet to purchase items (Ahuja et al., 2003).

The growing frequency of online purchases led to studies investigating online consumption behaviors. Teo and Yu (2005), classified online consumption behavior into three dimensions, namely, uncertainty, trust, and buying frequency. Uncertainty refers to branding uncertainty of online stores, performance uncertainty of products, behavioral uncertainty of online stores, and environmental uncertainty of online stores. Trust refers to the dependability of stores and their privacy policies, while buying frequency refers to how often a consumer shops online.

The typical online buyer abides by a very "wired" lifestyle. For example, online consumers typically send and receive a large number of e-mails, use the Internet for work, and agree that the Internet has improved the overall productivity (Bellman, Lohse, & Johnson, 1999). As more people learn to better utilize the Internet, their intention to purchase products online also increased (Schlosser, White, & Lloyd, 2006). The Internet provides important point of purchase for many consumers (Seo & Green, 2008). Some think the Internet is just another distribution channel, or vehicle for advertising, but there are unique characteristics that differentiate the Internet from traditional marketing media in a number of ways (Novak, Hoffman, & Yung, 2000).

3. Motivation and Satisfaction of Online Consumption

Online shopping is problematic to some extent. People feel it difficult to enjoy shopping online due to their lack of computer skills or intangible nature of online purchase over traditional offline purchase (Jones, 2000). One major concern cited by online consumers is the insurance of privacy and security (Ahuja et al, 2003). Consumers want to trust that their personal information will not be used in unauthorized or fraudulent ways, but even the experienced online buyers view purchasing online as somewhat risky at times (Bargh & McKenna, 2004). Therefore, firms face the challenge of establishing consumer trust on their web site. A common approach to ease the consumers' concern was to post explicit statements that assure discrete use and protection of their personal data (Schlosser et al., 2006). Other concerns are associated with the lack of customer service (both at the point of purchase and post purchase; Ahuja et al., 2003), delivery, and product quality (Hur et al., 2007), and purchase failures (Johnson, 1999).

Addressing consumer concerns becomes even more important online, due to the word of mouth effect on the Internet community (Novak, et al., 2000). Consumers evaluate the product and share their experience through one line spaces such as blogs, personal home pages, and product review website. In this regard, service quality and customer support are the keys to improving online shopping experiences. If the support does not meet customers' expectations, their future behavioral intentions (e.g., repurchase intention) will severely be affected.

Consumer satisfaction is determined by price (economical strain on budget), complexity (difficulty in evaluating the actual quality of the product), and sign value (how prestigious the product is in relation to the social environment). This leads to conclude that consumers' perceived quality of the goods, rather than their expectations, is a driving

force to satisfaction (Kristenson, Martensen, & Gronholdt, 1999).

4. Generation Y

Generation Y is the group of demographic, born between 1977 and 1994 (Stevens et al., 2005). Others argue that the years begin as early as 1975 and end as recently as 2003 (Wolburg & Pokrywczynski, 2001; Howe & Strauss, 2000). The population is also nearly three times the size of the preceding Generation X (Bennett, Henson, & Zhang, 2003). Generation Y has also been referred as Echo Boomers, Net Generation, Digital Generation, and Millennials (Bennett, Sagas, & Dees, 2006).

Generation Y has demonstrated a significant influence on the economy and has been viewed as the most consumption oriented group in United States history. Teen boys earn an average of \$88 per week, while teen girls earn \$75 (Morton, 2002). Not only do they make their own spending money, they also exert a significant influence on their parents' purchase decisions (Stone et al., 2001). It is estimated that Generation Y has \$150 billion in direct purchasing power and \$500 billion in indirect purchasing power (Alch, 2000).

The college students of Generation Y are of particular demographic interest because of their sheer size, trend-setting abilities, and expected high standard of living after graduation, and influence on parental choices.

Generation Y is easy to reach but difficult to influence (Bennett & Lachowetz, 2004). The members of Generation Y require constant exposure to changing images (Boiarsky, 2001) and wants the factual truth in marketing campaigns (Neuborne & Kerwin, 1999).

Generation Y has been viewed as media savvy and is heavily influenced by the media. They spent great amount of time in front of a computer and have viewed an estimated of 500,000 television commercials (Omelia, 1998). This age group, on the other hand, is materialistic and demonstrates strong brand loyalty by using brands as communication devices. Therefore, it is important for marketers to have them consume their product while they are young (Stone et al., 2001; Loro, 2002).

5. Purpose

Although there has been a number of studies to examine the issues associated with online sport consumption such as motivation, purchase behavior, intention, and concerns (Hur et al., 2007), a limited number of studies focused on the consumption behavior specific to Generation Y. Considering the buying power, and increasing frequency of usage, and reliance on the Internet, it is important to gain a better understanding of Generation Y's online sport consumption behavior. This study aims to determine the degree to which college students are purchasing sport products through online, and assess their perceptions specific to this type of sport product consumption.

II. METHOD

1. Sample and Procedure

The targeted participants of this study were college students who represented Generation Y population. Online consumers generally are younger and more highly educated than conventional consumers, and college student subjects well represent typical online consumer population (McKnight, Chudhury, & Kacmar, 2002). By using a convenience sampling method, the survey was administered at a university located in the Midwest of the United States. The survey packet included an informed consent form, demographic information inquires, and questions related to online consumption.

The descriptive statistics about the participants is presented in <Table 1>.

Table 1. Demographic Characteristics

(N=351)

Age	18-20	21-25	26-29	>30	Gender	Male	Female				
	160 (45.6%)	165 (47.0%)	14 (4.0%)	11 (3.1%)		197 (56.1%)	154 (43.9%)				
Marital Status	Single	Married	Separated	Divorced	Others	Residency	Urban	Suburban	Rural		
	310 (88.3%)	17 (4.8%)	0 (0%)	3 (.9%)	19 (5.4%)		27 (7.7%)	239 (68.1%)	85 (24.2%)		
Computer Competency	Poor	Fair	Good	Very Good	Internet Experience	< 1 year	1-3 years	4-6 years	> 6 years		
	6 (1.7%)	56 (16.0%)	181 (51.6%)	108 (30.8%)		1 (.3%)	9 (2.6%)	84 (23.9%)	256 (72.9%)		
Internet Daily Usage	< 1 h	1-3 h	4-6 h	7-9 h	> 9 h	Monthly Online-Purchasing Frequency	none	1-5	6-10	11-15	> 15
	25 (7.1%)	9 (2.6%)	80 (23.9%)	19 (5.4%)	6 (1.7%)		128 (36.5%)	210 (59.8%)	7 (2.0%)	1 (.3%)	4 (1.1%)

2. Instrument & Measurement

In the present examination of the Gen-Y's sport product consumption through online, this study followed measures used by Lin's (2007), making minor changes to tailor these measures to the context of online consumption behavior of college students. Specifically, the actual usage, behavioral intention, perceived usefulness and perceived ease of use were adapted from Davis' study (1989). The belief items for measuring compatibility, attitude, subjective norms, and perceived behavioral control were revised from Taylor and Todd (1995). Items for interpersonal influence and external influence were adapted from Bhattacharjee (2000), while items for measuring self-efficacy and facilitating conditions were adapted from Taylor and Todd (1995). All items were measured using a seven-point Likert scale (ranging from 1=strongly disagree to 7=strongly agree).

The proposed model consists of 12 factors. Factors represent the determinant of consumer intentions for online shopping and are derived from technology acceptance model (TAM) and the theory of planned behavior (TPB).

Actual usage : refers to the preference and frequency of online shopping.

Behavioral intention : associated with attitude, subjective norms, and perceived behavioral control

Perceived usefulness : denotes one's belief using the Internet system to enhance job performance

Perceived ease of use : identifies with one's belief on which web site is as to understand, learn, or operate.

Compatibility : represents the degree to which the internet shopping fits with the internet users' values, previous experiences and current needs.

Attitude : associated with one's behavior of comparing relative advantage, complexity, and compatibility when shopping online.

Subjective norm : influences one's behavior to use internet to shop and includes personal and environmental influence .

Perceived behavioral control : refers to one's ability to control using online shopping

Interpersonal influence : refers to word-of-mouth influence by friends, colleagues, and superiors

External influence : associated with those influences by mass media reports, expert opinions, and other non-personal information

Self-efficacy : denotes these consumer's self-assessments of one's capabilities to shop online

Facilitating conditions : reflect the availability of resources needed to use the Internet , such as internet equipment, time, and money

With the establishment of content validity, the questionnaire was refined by means of a pre-testing approach. The pre-testing focused on instrument clarity, question wording and validity. During the pre-testing, 20 experienced online shoppers of sport products were taken as participants and invited to comment on the questions and wordings. The comments from the 20 pre-testing shoppers provided a basis for revisions to the construct based on the feedback from the pre-testing subjects.

3. Statistical Analysis

Procedures in the AMOS version 7.0 were executed for conducting the Confirmatory Factor Analysis (CFA) with maximum likelihood (ML) estimation for the hypothesized measurement model. To establish construct validity, convergent validity and discriminant validity were evaluated. Indicator loadings and the critical ratios were examined to determine convergent validity. An item loading value equal to or greater than .5 and preferably .7 would be considered an acceptable loading and indicates good convergent validity (Hair, et al., 2006). In addition, discriminant validity was examined to test how distinct the constructs are from one another.

According to Kline (2005), discriminant validity can be established when inter-factor correlation is below .85. A more rigorous test of discriminant validity was to examine the Average Variance Extracted (AVE) for each construct. Fornell and Larcker (1981) suggested that the AVE for each construct should be greater than the squared correlation of the two referent factors.

To measure the reliability of the scale, the following tests were employed: Cronbach's coefficient alpha values,

construct reliability (CR), and AVE. The recommended .70 cut-off value were adopted to determine internal consistency and CR (Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). A benchmark value for AVE was .50 as suggested by Bagozzi and Yi (1988).

III. RESULTS

The skewness and kurtosis for the items were first examined. threshold value, an absolute score In the present study, all skewness and kurtosis value were well between ± 2.0 , indicating that the data distribution did not deviate from normality for any given variables. The chi-square for the model was significant ($\chi^2=922.06$, $df=339$, $p < .01$), indicating that the hypothesized model and the observed model had a statistically significant difference. Because chi-square value is sensitive to sample size (Hu & Bentler, 1995), normed chi-square (NC, χ^2/df) is often used (Kline, 2005). The value of the NC ranging from 2.0 to 3.0 and as high as 5.0 is recommended as an indication of reasonable fit (Bollen, 1989). A value of the NC (2.71) was lower than the suggested cut-off value. Alternative fit indices were further examined, including the RMSEA, SRMR, and CFI. The RMSEA value indicated that the model had an acceptable fit (RMSEA=.070, 90% CI=.065-.076; Hu & Bentler, 1999). The SRMR (.058) was of a good value ($\leq .10$; Kline, 2005). CFI was .92, which was considered acceptable (Kline, 2005). Overall, goodness of fit indexes revealed that the 12-factor with 30 item measurement model reached an acceptable or good fit to the data.

Internal consistency of the scale was evaluated by using Cronbach's alpha reliability, construct reliability (CR), and AVE. <Table 2> summarizes the results of internal reliability and convergent validity for constructs. The resulting Cronbach's alpha values ranged from .529 (PEU) to .914 (SN). CR ranged from .060 (PEU) to .91 (SN). With an exception of Perceived Ease of Use ($\alpha = .529$, CR=.60), all factors displayed good reliability coefficients. The AVE values ranged from .43 (Facilitating Conditions) to .84 (Subjective Norm). Based on the results of reliability tests, strong evidence existed to support internal consistency of the scale.

For the convergent validity, factor loadings and critical values were examined. All the indicator loadings were above the suggested cut-off criterion (.50; Hair et al, 2006), with the exception of PEU1 (.427), ranging from .427 (PEU1) to .932 (PBC1). Critical ratio value that exceeds 2.58 for a two-tail test would be considered statistically significant at the .001 level (Arbuckle, 2006). Critical ratio values ranged from 6.38 (PEU1) to 26.42 (A1), indicating that all values were statistically significant.

As discussed previously, two tests of discriminant validity were employed; examination of inter-factor correlation and AVE. Except for the relationship between Actual Usage and Behavioral Intention, all the inter-factor correlations were below .85. Second, examination of the AVE values for each construct and the squared correlations revealed that no inter-factor relationship failed this examination. The results of the inter-factor correlation and the AVE test of discriminant validity are shown in <Table 3>.

Table 2. Indicator Loadings, Critical Ratios, Cronbach's Alpha, Construct Reliability, Average Variance Extracted

Factor & Item	Cronbach's Alpha	Average Variance Extracted	Construct Reliability	Indicator Loading	Critical Ratio
Actual Usage	.73	.60	.75		
AU1				.87	
AU2				.66	13.74
Behavioral Intention	.86	.67	.86		
BI1				.86	
BI2				.80	18.90
BI3				.80	16.73
Perceived Usefulness	.82	.61	.82		
PU1				.82	
PU2				.82	18.91
PU3				.68	12.97
Perceived Ease of Use	.53	.45	.60		
PEU1				.43	
PEU2				.85	6.38
Compatability	.88	.78	.88		
C1				.85	
C2				.92	20.95
Attitude	.89	.75	.90		
A1				.90	
A2				.91	26.42
A3				.79	17.33
Subjective Norm	.91	.84	.91		
SN1				.91	
SN2				.93	24.72
Perceived Behavioral Control	.83	.73	.84		
PBC1				.93	
PBC2				.77	16.14
Interpersonal Influence	.82	.62	.83		
II1				.77	
II2				.84	16.66
II3				.75	15.21
External Influence	.76	.53	.77		
EI1				.74	
EI2				.77	13.22
EI3				.67	11.65
Self-Efficacy	.80	.66	.80		
SE1				.79	
SE2				.84	15.26
Facilitating Conditions	.66	.43	.69		
FC1				.59	
FC2				.82	9.47
FC3				.52	8.95

Table 3. Correlations between factors

	AU	BI	PU	PEU	C	A	SN	PBC	II	EI	SE	FC
AU	1.000	.994*	.338	.066	.669	.448	.334	.106	.466	.316	.236	.126
BI	.997	1.000	.491	.065	.684	.573	.460	.147	.621	.434	.275	.158
PU	.581	.701	1.000	.257	.493	.506	.341	.305	.421	.637	.382	.250
PEU	.256	.255	.507	1.000	.170	.162	.047	.508	.298	.069	.551	.362
C	.818	.827	.702	.412	1.000	.588	.483	.517	.585	.333	.312	.201
A	.669	.757	.711	.403	.767	1.000	.517	.311	.578	.557	.450	.199
SN	.578	.678	.584	.217	.695	.719	1.000	.135	.707	.450	.188	.145
PBC	.326	.383	.552	.713	.468	.558	.367	1.000	.206	.244	.669	.171
II	.683	.788	.649	.298	.765	.760	.841	.454	1.000	.682	.296	.171
EI	.562	.659	.637	.262	.577	.746	.671	.494	.826	1.000	.348	.172
SE	.486	.524	.618	.742	.559	.616	.434	.818	.544	.590	1.000	.581
FC	.355	.397	.500	.602	.448	.446	.381	.697	.414	.415	.762	1.000

note. 1. inter-factor correlations are below the diagonal; squared inter-factor correlations are above the diagonal 2.

*correlations that failed the AVE evaluation discrimination validity test.

IV. DISCUSSION & CONCLUSION

This study attempted to explore the factors that determine the Generation Y's online consumption behavior on sport products. While in Lin's study (2007) the participants were instructed to navigate online bookstores and evaluate their experiences, this study aimed at investigating the factors that influence online sport consumption. Of particular attention was given to the consumption behavior of college students, who represent Generation Y.

Overall, the measurement model displayed good psychometric properties. The findings of the current study have provided the evidence of the usability of the scale when attempting to understand the determinants of the Internet shopping, particularly sport related products. It is believed that through the rigorous procedures carried out in the study, research finding would have great applicability to the defined population.

However, other alternative models may exist and thus need to be considered in future studies (McCallum, 1995). A high inter-factor correlation between Actual Usage and Behavioral Intention remains as a concern. Two factors are theoretically distinct constructs. In fact, in Lin's study (2007), these two factors appeared as distinct. The squared correlation was .33 when the AVE for each construct was .64 for AU and .60 for BI. Problem associated with the low discriminant validity might be able to be improved through future scale purification. Perceived Ease of Use show low internal reliability ($\alpha = .530$; AVE = .45; CR = .60). The low internal reliability may be due to the small numbers of items for the factor. Increased reliability can be achieved by adding more items to a factor (Baumgartner & Jackson, 1999), thus future study may consider adding another items to the factor.

Research participants in the study were college students in the United States. It may be worthwhile conducting a cross-cultural study in other countries such as the United States and South Korea. Cultural, economic, and technological environment surrounding the Internet differs from one country to another. For example, broadband

Internet access penetration, and the availability of the wireless Internet considerably affect the usage of the Internet. Therefore, identifying the unique factors for the country of interest would provide meaningful implication for establishing online marketing strategies.

Consumers' perceptions on price, quality, and value are very important determinants of shopping behavior and product choice (Zeithaml, 1988). Therefore, it is critical to offer value added, enhanced service to the Internet users and make them visit the website frequently, and ultimately attract them to make more purchases. In this regard, future study should relate the factors identified in the current study to other linked constructs. For example, it would be beneficial to examine the relationship between the determinants of online shopping and satisfaction. Sports marketers should gain a better understanding of the merits of Internet commerce and provide more benefits that off line store cannot offer.

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국문초록

Y세대의 스포츠용품 온라인구매 요인분석

김대현 · 이순환 · 한준영

초고속 인터넷 보급률의 증가 그리고 무선 인터넷 이용자의 증가 등으로 온라인 사용자수는 매년 급격히 늘어나고 있다. 인터넷을 이용한 전자 상거래가 활발히 이루어지고 있으며 많은 수의 소비자들이 정보검색, 그리고 구매활동의 수단으로 인터넷을 이용하고 있다. 스포츠 구단, 스포츠 관련 서비스 제공업체들에 의한 티켓, 라이선스 용품 등의 다양한 제품들의 인터넷을 통한 판매 또한 증가 되고 있으며 (Seo & Green, 2008), 2003년 한 해 동안 스포츠 용품, 의류, 그리고 이벤트 티켓 관련 거래가 30억 달러에 이르렀던 것으로 추정된다. (Hur et al., 2007). 비용절감, 선택의 다양화, 편의성 이라는 장점들과 더불어 소비자가 직접 제품을 경험해 보지 못하거나 판매자를 직접 접촉할 수 없고 인터넷 보안 문제 등 각종 인지위험도 함께 있어서 전자상거래는 기존 상거래와 많은 차별성을 지니고 있다 (Novak, Hoffman, & Yung, 2000).

Y세대라 일컬어지는 1970년 말부터 2000년대에 태어난 세대들은 X세대보다 세배나 큰 인구규모를 가지며 (Bennett, Henson, & Zhang, 2003) 기존 세대와는 매우 다른 소비자로서의 특징을 지닌다. 이 세대는 쇼핑을 좋아하고 브랜드 충성도가 높으며 미디어 광고에 민감하고 컴퓨터와 익숙하며 용돈을 풍부하게 사용한다. 이들은 인터넷, 웹, SMS, 인스턴트 메신저, 이메일 등의 채널을 통한 커뮤니케이션에 능숙하고 인터넷을 통한 물건 구입에 매우 익숙하여 전자상거래 시장에 매우 큰 영향력을 미치고 있다. 이들의 직접 구매력은 1천5백억 달러에 달하고 간접 구매력은 5천억 달러에 이르는 것으로 보고되고 있다 (Alch, 2000). Y세대의 인구 증가, 폭발적인 구매력에도 불구하고 이들의 소비행동, 특히 온라인을 통한 스포츠 제품 구매와 관련된 척도개발에 대한 연구는 현재까지 매우 미비하다. 따라서 본 연구의 목적은 사회동기적 측면에서의 Y세대의 인터넷을 통한 스포츠 용품 구매요인을 파악하고 신뢰 가능한 척도를 개발하는데 있다.

본 연구에서는 미국 중부지역에 소재한 대학에 재학 중인 대학생 중에서 인터넷을 통하여 스포츠용품을 구매 경험이 있는 학생들을 대상으로 선정하였으며 비확률 표본 추출법 중 편의추출법을 이용해 표본 추출을 하였다. 본 연구에서는 설문지 총 600부가 배포되어 402부가 회수 되었고 (67% 회수율) 그중 불완전하거나 불성실하게 응답한 52부를 제외한 총 350부가 실제 분석에 사용되었다. 연령은 18세 이상 20세 미만인 160명 (45%), 21세 이상 2세 미만인 165명 (47%), 26세 이상 29세 미만인 14명 (4%) 등이었으며 30세 이상은 3.1%였다. 인터넷 하루 이용시간이 1시간 미만인 학생이 25명, 1시간-3시간미만인 학생이 221명, 4-6시간미만의 학생이 80명, 7시간 이상 9시간 미만인 학생이 19명으로 나타났다. 인터넷 이용기간에 있어, 3년 미만을 사용한 학생이 10명, 4년 이상 6년 미만을 사용한 학생이 84명, 6년 이상을 사용한 학생이 256명으로 나타났다. 컴퓨터 사용 능력에 대한 능숙도는 응답자의 289명(82.48%)이 스스로를 컴퓨터사용 능력이 좋거나 또는 뛰어나다고 응답했고, 6명(1.7%)은 미숙하다고 생각하는 것으로 나타났다. 또한 응답자중 210명의 학생들이 한 달에 최소 1회 이상 평균 5회 미만의 온라인 물품 구매를 하는 것으로 나타났다.

본 연구의 설문지는 Bhattacharjee (2000), Davis (1989) and Lin (2007), and Taylor with Todd (1995) 등의 기술수용모델(TAM)과 계획된 행동이론(TPB)을 바탕으로 한 척도로 구성이 되었으며 문항별로는 전혀 그렇지 않다 1점에서 매우 그렇다 7점의 Likert 평정 척도로 구성되었고 설문지는 자기평가기입법을 통해 얻을 수 있는 변인들로 작성되었다. 설문항목에 대한 신뢰도 검사는 Cronbach's α 값을 산출하여 검증하였으며, 지각이용편리도를 제외한 모든 요인들이 $\alpha = .70$ 으로 Tanaka 측정도구(1993)의 신뢰도는 매우 높은 것으로 나타났다. Amos 7.0을 이용한 확인적 요인분석(CFA)을 실시하였으며 분석결과 GFI, RMSR, RMSEA, CFI, 카이자승, 카이자승에 대한 p값의 평가기준을 넘어 전반적으로 신뢰할 수 있는 척도인 것으로 나타났다.

본 연구를 통해 Y세대의 인터넷을 통한 스포츠 제품구매와 관련한 12개 요인(actual usage; behavioral intention; perceived usefulness; perceived ease of use; compatibility; attitude; subjective norm; perceived behavioral control; interpersonal influence; external influences; self-efficacy; and facilitating conditions)이 밝혀졌다. 컴퓨터와 익숙하고 기술에 정통한 Y세대들에게 가장 큰 장점을 지난 매체로 등장한 인터넷은 저렴한 가격, 365일 24시간 쇼핑, 시간 절약 등의 이점을 가진 인터넷 쇼핑을 비롯하여 실시간 정보검색의 수단으로 젊은 세대에게 더욱 더 큰 호응을 얻을 것이다. 이에 본 연구에서는 최근 빠르고 편한 인터넷을 이용하여 정보탐색과 제품 구매가 활성화 되고 있는 현실에서 인터넷을 통한 스포츠 제품 구매 의사에 영향을 미치는 요인들을 밝혀내고 활성화 하여 소비자와 기업 모두에게 도움을 주고자 한다. 특히 초고속인터넷 인프라가 발달되었으며, 그 고속인터넷의 물결을 주도하는 한국의 Y세대들에 대해 연구하는 것도 흥미로운 것이며, 환경이 다른 국가와 비교연구를 진행하는 것도 유의미한 연구로 발전될 것이다.

주요어 : 확인적 요인분석, Y세대, 온라인소비, 사회동기적 요인

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