



## Modeling the Effect of Using the Sports Video Games on Sports Consumption

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### Extended Abstract

The purpose of this study was to investigate the effects of using the sports video games on sports consumption. The research method was descriptive-survey and of applied type. The required information was also collected through a questionnaire. The statistical population of this study included all high school students including 3rd, 7th, 8th and 9th grade in city of Rasht. The research sample was 183 people. In this research, data were collected through the questionnaire and then analyzed with PLS2 software. The results of the research showed that the conceptual model of the research has a desirable fit (GOF= 0.41). Based on the results, there is a significant direct relationship between sports fan and using the sports video games ( $r = 0.49$ ,  $t = 10.87$ ), and between sports fan and sports consumption ( $r = 0.45$ ,  $t = 9.77$ ). Moreover, there is a significant indirect relationship between sports video games and sports consumption with the mediating role of sports fan ( $r = 0.41$ ,  $t = 4.73$ ). As a result, sports marketers should encourage sports video games as a strategy for increasing sports consumption, especially among those who are less known as sports fan

**Keywords:** sports video games, sports consumption, sports fan

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## INTRODUCTION

Sport consumption is one of the most important aspects of sport that is somewhat neglected and underestimated in our country. The importance of this issue depends on the physical, intellectual health, the growth and prosperity of the community, and the sustainability of the life and development of sport organizations. Sport consumption is generally defined as the consumption of all goods and services related to the sport industry, including consumption related to sport participation, sport fan and sport Sponsorship. Sport consumption as a cultural and social consumption, associated with a high level of enjoyment and growth of consumer interests, is gradually accepted by the general public. Also, it is well known as an important reference to measure the quality of lifestyle of citizens.

## PURPOSE

According to the limited on the relationship between the use of sport video games and sport consumption research which is done especially in our country, this question is arisen for researchers whether is there a relationship between these two variables? Is there a meaningful relationship between the use of sport computer games and various forms of sport consumption such as sport participation, sport media consumption and sport goods purchase? Also, there are many studies about the motivations of sport fans and their role and importance in some sport fields. It seems that the importance of fans in the survival and growth of sport teams and organizations is undeniable, is there a positive and significant relationship between sport fans and sort consumption? Is the sport fan variable affecting on the relationship between the use of video games and sport consumption (sport participation, sport media consumption, and sport goods consumption)? And finally, can sport video games increase the amount of sport consumption in people with a low level of sport avocation?

## METHODOLOGY

Method of this research is descriptive and practical survey. Also, the required information was collected through a questionnaire. The statistical population of this study was all students of the first grade of high school (including 3rd, 7th, 8th and 9th grade) in Rasht city. According to the data of the Education office in Rasht, about 5000 people were announced. To determine the minimum required sample in this study, the method used by Barclay et al. (1995) (a method to determine the minimum sample in PLS) was used. As well as, Sport fan Questionnaire of Vanan (2001) were used to determine level of participant avocation. Also, the general sport consumption was measured with a questionnaire designed by Fink, Trill and Anderson (2002), which considers the media, goods and sport participation. In this study, data were collected through questionnaires and then analyzed by PLS software.

## RESULT

Demographic information showed that 66.1% of respondents were male and 33.9% of respondents were female. Also, the respondents was seventh grade with 16.9%, eighth grade with 15.8%, ninth grade with 21.3%, tenth grade with 27.9, twelve grade with 13.1 and the pre-university course with 9 students with 9.9% 4. The results of software outputs indicated convergent validity (over 0.5), divergent validity (the square root of convergent validity for each construct is more than the variance shared between that structure and other structures in the model) and the construct reliability (higher than 0.7) had appropriate conditions. Based on the software outputs, all constructs have more interaction with their index than other indicators. Therefore, the divergent validity value is evaluated at the optimal level. Also according to the obtained values, the overall fit of the model was estimated from moderate to strong level (0.41).

## CONCLUSION

Today, sport consumption of adolescent have become an important part of the sport market. The quantity and quality of their consumption will have a major impact on the development of the sport industry; therefore, research on the sport consumption of teens' is not only a guide to the proper and scientific understanding of their consumer behavior, but also it is the scientific and practical value for the development, promotion and preparation of the sport industry and sport consumption market related to Adolescent. From point of view of some researchers the motivation for sport consumption is sport ad vocation. Sport consumption as a social phenomenon plays an important role in people's lives. Sport consumption has become one of the concerns of people in contemporary society, and in today's world roughly all people directly or indirectly have been involved in sport somehow. A wide range of people, like spectators or sport fans, watch live sports at the stadiums and the others by the media follow sport events. As Fink et al (2002) have said, sport fans in the United States spent \$ 47.4 billion to watch organized sport events. The effect of usage of sport video games on sport consumption and, finally, sport participation is important subject in the field of sport that it can be considered seriously in the health of this group by more precise planning and a comprehensive view. Also, results can be practical applications for sports marketing managers to better understand consumer behavior. Overall, the findings showed that sport marketers should encourage people to play sport video games as a strategy to increase sport consumption, especially among those who are less known as sports fans.



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