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A Relationship of Attitude and Sports Equipment Buying Behaviour of Beginners and Trained Players

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ABSTRACT

The researcher wants to determine the Relationship of Attitude and Sports Equipment Buying Behaviour of Beginners and Trained Players. The purpose of the study was to find out the relationship of Attitude towards sports equipment and Sports Equipment Buying Behaviour of trained and beginner players. The study was delimited to 60 players, 30 beginners and 30 trained players and also delimited to the self-made questionnaire for sports equipment buying Behaviour and Attitude towards Sports Equipment was used in the study. In the findings, the Product Moment Correlation Method in the Inter-Correlation Matrix was applied at the 0.05 level of significance. For beginner players, the relationship between Attitude towards Sports Equipment and Sports Equipment Buying Behaviour was not found significant, as evident from the fact that the calculated 'r' (0.228) is less than the tabulated 'r' (0.254). For Trained Players, the relationship between Attitude towards Sports Equipment and sports equipment buying behaviour is significant; the calculated 'r' (0.436) is greater than the tabulated 'r' (0.254).

Keywords: Attitude, Sports Equipment, Buying Behaviour.

INTRODUCTION

In today's world, sports have evolved beyond mere physical activity to become a massive industry. There is a wide variety of sports products available in the market, but consumers have their preferences, likes, and dislikes. The buying Behaviour of an individual is influenced by various factors, which can be categorized into external factors, such as price, product availability, colour, durability, and advertisement, and internal factors, such as personality, attitude, mental stability, and willingness.

Purpose of the Study:
The main purposes of the study are as under:

1. To find out the attitude of beginners towards sports equipment.
2. To find out the attitude of trained players towards Sports Equipment.
3. To find out the Sports Equipment buying behaviour of beginners.
4. To find out the Sports Equipment buying behaviour of trained players.
5. To find out the relationship between attitude and sports equipment buying behaviour of beginners.
6. To find out the relationship between attitude and sports equipment buying behaviour of trained players.

SIGNIFICANCE OF THE STUDY

Following are the significance of the study:
1. The study would help to know the attitude of beginners towards sports equipment.
2. The study would help to know the attitude of trained players towards sports equipment.
3. The study would help to know the Sports Equipment buying behaviour of beginners.
4. The study would help to know the Sports Equipment buying behaviour of trained players.
5. The study would highlight the relationship between attitude and sports equipment buying behaviour of beginners.
6. The study would highlight the relationship between attitude and sports equipment buying behaviour of trained players.
7. The study would be helpful for coaches to check the attitude of beginners.

Hypothesis:
On the basis of experience and knowledge of the researcher it is hypothesized that there will be significant relationship between attitude and sports equipment buying behaviour of beginners and trained players.

Delimitations:
Due to time constraints, the study is delimited as follows:

1. The study was limited to Physical Education colleges affiliated with Jammu University.
2. The study focused exclusively on male players.
3. A total of 30 beginner players and 30 trained players were selected for the study.
4. Only trained players who have represented their university at least once were included.
5. The age range of the players was between 18 and 25 years.
6. Self-made questionnaires were used for data collection.
7. The study was confined to the following psychological variable:

a) Attitude.

LIMITATIONS

The following limitations were identified in the study:

1. No motivational techniques were applied while completing the questionnaire.
2. The caste and religion of the subjects were not considered.
3. The socio-economic status of the players was not considered.
4. Environmental conditions were not taken into account.
5. The marketing knowledge of the players was not considered.
6. The reliability of the data depended on the sincerity of the players.
7. The specific sport played by the participants was not considered.
8. The living standards of the players were not considered.
9. The family background of the players was not considered.

Definitions:
Attitude:
"An attitude is a particular feeling about something. It therefore involves a tendency to behave in a way in situations which involve that something, whether person idea or object. It is partially rational and partially emotional and is acquired, not inherent, in an individual."[1]

Buying Behaviour:
According to **Business Dictionary** "A management theory component which analyzes the purchasing habits of individuals and/or groups. Primarily used for marketing purposes, the analysis includes an examination of perception, desire, decision-making and satisfaction. The four models that are often used include economic model, learning theory model, psychoanalytic model and information processing model."

Operational Definitions:
Sports Equipment:
That equipment which is needed to participate in a particular sport is known as sports equipment.

Beginner player:
Those player who have played for less than a year, have not taken part even in friendly matches and may be able to execute proper strokes and footwork but lack of success in match situation.

Trained player:
An individual who participates in sports competition with proper execution of skill and he have the capability to handle the entire situation within game or competition.

Methodology:
As every research demands a systematic method and procedure likewise this chapter adopts the following procedures including information regarding research design, source of data, sampling method, selection of subjects, collection of data, criterion Measures etc.

A research become successful accompanied and supported by some reliable and authentic data. The statistical analysis of the gathered data provides a well-knit picture of a complete and successful hypothesis as pre-selected by the researcher. The chapter has been divided into the following headings:

[1]Herbert Sorenson, Psychology Of Education, (New Delhi: Addition Wesley, 1988), p. 60.

i. **Source of data.**
ii. **Selection of Subjects.**
iii. **Sampling Methods.**
iv. **Equipment used for collection of data.**
v. **Administration of questionnaire.**
vi. **Construction of Questionnaire.**

Source of data:
For the Present study, the Subjects were selected from the colleges which are affiliated with Jammu University.

Selection of Subjects:
For the present study, 60 subjects were selected 30 beginner players and 30 trained players. Those trained players were selected for the study which represented interuniversity at least one time.

Sampling Methods:
The players were selected by using the available sampling method.

Equipment used for collection of data:
Attitude:
The self designed questionnaire was used for collection of data.

Sports equipment buying behaviour:
The self-designed questionnaire was used for the collection of data.

Findings of the study
The data for the mentioned study was collected from the beginners and trained players and these subjects were selected from available sampling methods from the various colleges affiliated with Jammu University. The data collected from the subjects has been statistically analyzed and has been shown in separate tables given below.

The analysis and interpretation of data related to the Attitude and sports equipment buying Behaviour of beginners and trained players are presented in this chapter. To determine the relationship between Attitude and sports equipment buying Behaviour, the Product Moment Correlation Method in the Inter-Correlation Matrix was applied. The product-moment correlation analysis is presented in the following tables.

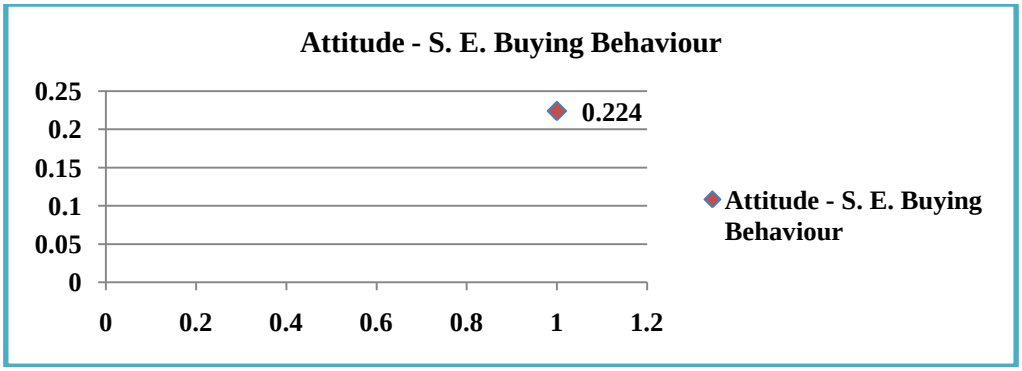
Table-I Inter Correlation Matrix of Attitude and Sports Equipment Buying Behaviour of Beginner Players

	Attitude	**S. E. Buying Behaviour**
Attitude	1.000	
S. E. Buying Behaviour	0.224	1.000

From the above tables, the following summary has been drawn regarding the interrelationship of each component to the others. The results, which were statistically analyzed using the multiple correlation analysis formula, were verified to determine the extent of their interrelation using the standard norms proposed by Glass and Hopkins (1996) for interpreting data analyzed with the multiple correlation equation method. The standard norms are as follows:

Interpretation of Correlation coefficient

Coefficient(r)	**Relationship**
.00 to .20	Negligible
.20 to .40	Low
.40 to .60	Moderate
.60 to .80	Substantial
.80 to 1.00	High to very high



Graph-1

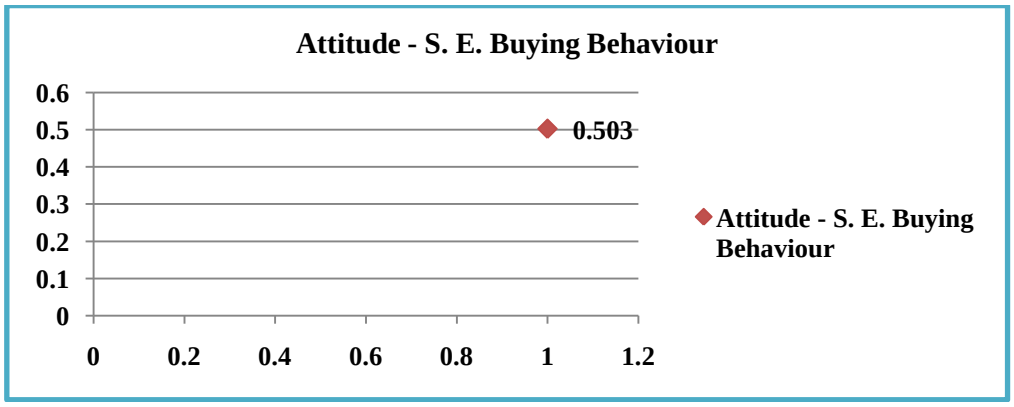
A Graph Showing Relationship of Attitude and Sports Equipment Buying Behaviour of beginner players

From the above given Graph-1 after doing it's minutely observation, it is clear that the relationship of sports equipment buying behaviour with attitude (0.204) is Low, The relationship of sports equipment buying behaviour with attitude not significant because the calculated 'r' (0.204) less than tabulated 'r' (0.254).

Table-2

Inter Correlation Matrix of Attitude and Sports Equipment Buying Behaviour of Trained players

	Attitude	S. E. Buying Behaviour
Attitude	1.000	
S. E. Buying Behaviour	0.503	1.000



Graph-2

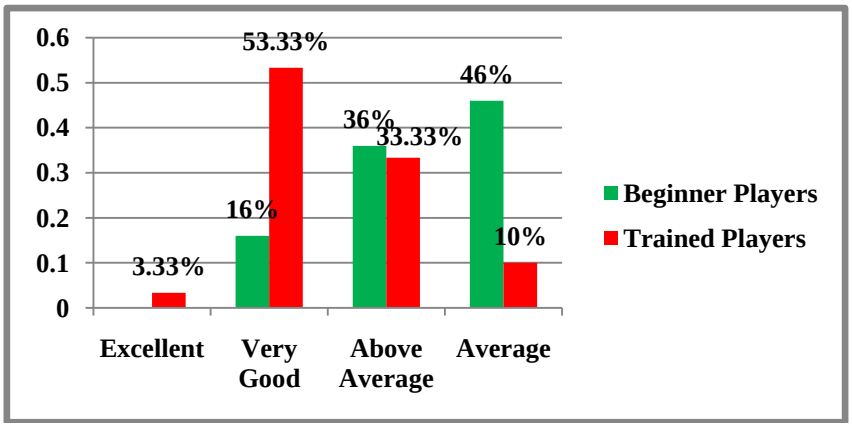
A Graph Showing Relationship of attitude and Sports Equipment Buying Behaviour of Trained players

From the above given graph-1 after doing it's minutely observation, it is clear that the relationship of sports equipment buying behaviour with attitude (0.503) is moderate, but there is significant relationship between sports equipment buying behaviour and attitude. Because calculated 'r' (0.503) greater than tabulated 'r' (0.254).

Table No.-3

Showing Attitude towards Sports Equipment of Beginner and Trained Players

Players	Excellent	Very Good	A. Average	Average
Beginner	**0**	**5**	**12**	**13**
Trained	**1**	**16**	**10**	**3**



Graph-3

A Graph Showing Attitude towards Sports Equipment of Beginner and Trained Players

From the above given graph-3 after doing it's minutely observation, it is clear that the (3.33%) of trained players have Excellent, (53.33%) have very good, (33.33%) have above average and (10%) have average Attitude towards Sports Equipment. Also (16%) of beginner players have very good, (36%) have above average and (46%) have average Attitude towards Sports Equipment. This shows that there is a difference between the attitude of beginner players and trained players.

CONCLUSION

The researcher has compared the beginner and trained players with the sports equipment buying behaviour and attitude towards sports equipment. With the limitations of the study and from the statistical analysis of the collected data it is concluded that there is not any significant relationship of attitude with sports equipment buying behaviour of beginners players. In the trained players there is significant relationship of attitude with sports equipment buying behaviour.

At last it is also concluded that the (3.33%) of trained players have Excellent, (53.33%) have very good, (33.33%) have above average and (10%) have average Attitude towards Sports Equipment. Also (16%) of beginner players have very good, (36%) have above average and (46%) have average Attitude towards Sports Equipment.

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