Sports Shopping Motivations in Retail Stores: A Moderating Role of Sports Psychology

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Abstract

As a result of consumers' emotional attachment to the products and services, sports merchandise has also gained widespread popularity. This study investigates the relationship between brand awareness, brand loyalty, and consumers' shopping motivations at sports retail stores. A questionnaire was administered to the audience sample. A survey was administered to 350 Turkish consumers who shopped at sporting goods stores. The study's findings indicate that the moderating effect of sports psychology on shopping motivations, brand awareness, and brand loyalty is significant. This study is critical because previous research has not addressed this novel approach to developing findings for sports retail. This research has important theoretical and practical implications for advancing the literature and practice of sports retailing. The future directions proposed by this study are significant for future research contributions.

Keywords. Sports psychology, shopping motivation, brand awareness, brand loyalty, purchase intention

1. Introduction

As one of the world's and Turkey's most quickly expanding and developing industries, retail is crucial in satisfying some of the most fundamental consumer needs. The sector comprises 24% of all enterprises in Turkey, with 723 thousand businesses, 11.5% of all sectors' turnover, and 710 billion Turkish Lira. Moreover, the sector is essential to the sustainable expansion of the nation's economy since it accounts for 12 percent of the gross domestic product (Lim et al., 2020). According to the report Global Powers of Retail 2022, the top 250 global retail corporations produced $5.11 trillion in revenue in 2020, with the top 10 companies accounting for 34.6% of this list's total revenue. Europe was determined to be the region with the most significant number of retail companies among the top 250 corporations, with 90 companies; North American retail companies owned the most significant percentage, at 48.4%. In addition, the survey revealed that two Turkish companies ranked among the top 250 worldwide retailers and were among the top 50 companies with the highest compound annual growth rate throughout the 2015-2020 fiscal years (Han, 2021). As with every other industry in recent years, the retail industry is undergoing a profound transition due to globalization and technological advancements. To continue to grow in an increasingly competitive climate and to differentiate themselves from rivals and stand out, retail enterprises must correctly comprehend and address fast-changing and developing consumer expectations due to this transition (Kleinlercher

et al., 2020). In this regard, the ability of retail enterprises to communicate with and connect with customers is becoming more crucial than ever in this period of changing and evolving consumer needs. The retail industry's thousands of stores, hundreds of shopping malls, and other investments have expedited the development of one-to-one/physical shopping, it can be argued.

In addition to the requirement to acquire a specific product or service by expending money and effort, consumers who shop in retail establishments have a variety of psychosocial demands. These needs reflect a variety of shopping habits that inspire and activate customers. The factors that mobilize and motivate consumers are either personal or social. At the same time, personal elements include role-playing, distraction, enjoyment, value seeking, discount seeking, self-rewarding, learning new trends and innovations, physical activity, and sensory stimulation. Social elements include social experiences, communication with others, peer attraction, the desire for status and authority, and the pleasure of bargaining (Han, 2021; Nassani et al., 2013). From this perspective, purchasing motives might motivate consumers to buy goods and services (Arora & Sahney, 2018). In this regard, buying motivations represent the beginning of the purchasing decision-making process, a crucial aspect of comprehending customers' shopping behavior (Sun et al., 2022). In today's dynamic and intensely competitive environment, it is crucial to determine what evokes accurately. It motivates consumers in terms of retail businesses, what they focus on, and how they behave while

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shopping. Suppose retail enterprises accurately determine the shopping motivations of consumers. In that case, they can quickly determine how they should behave and what they should offer consumers in their shopping environment, thus developing ways to be more agile and provide better service than their competitors. Consequently, retailer enterprises will be able to make progress in creating brand awareness and loyalty, which is a practical element in achieving a sustainable competitive advantage and mitigating threats posed by rivals.

In light of these considerations, this study aimed to examine the relationship between brand awareness, brand loyalty, and the shopping motivations of consumers who shop at sports retail stores. The study is novel in terms of measuring the relationship between shopping motivations in the physical environment, brand awareness, and brand loyalty. However, the study is believed to guide retail businesses and serve as a foundation for future academic research. The effect of successfully created shopping motivations on brand awareness and loyalty was investigated. The survey was administered to individuals who shop at retail stores selling sports-related goods in Turkey, and an attempt was made to determine consumers' shopping motivations. Factor analysis was used to reduce the number of variables and sub-variables and the number of factors that comprised shopping motivations. Statistical analyses were then used to determine whether shopping motivations were related to brand awareness and loyalty. "Measurement and structural models" were used to examine the relationship between shopping motivations, brand awareness, and brand loyalty. This study is critical because previous research has not addressed this novel approach to developing findings for sports retail. This research has important theoretical and practical implications for advancing the literature and practice of sports retailing. The future directions proposed by this study are significant for future research contributions.

2. Literature Review

For most customers, shopping, which is regarded as a leisure activity or a kind of entertainment in addition to meeting needs, is also viewed as a method to escape the turmoil of daily life. Considered to be the primary determinant of a consumer's buying behavior, the motives felt toward these purchases are viewed as the most important aspect of their shopping habits (Farzin et al., 2020). The stimulated need is the definition of motivation, which significantly determines shopping habits and decisions. While demands produce a propensity to react, motives drive a specific action (Cho et al., 2022). In this

setting, identifying the consumer's motivations for engaging in a certain activity is crucial for explaining the cause of the behavior and forecasting future conduct (Arora & Sahney, 2019). The primary objective of retail firms is to create income by meeting unmet consumer demands and hence retain a market presence. As a result, retail organizations must identify the primary factors influencing consumers' purchasing decisions. Personal elements included role-playing, distraction, enjoyment, value seeking, discount seeking, self-rewarding, learning new trends and innovations, physical activity, and sensory stimulation. Social elements included social experiences, communication with others, peer group attraction, the desire for status and authority, and the enjoyment of bargaining (Jain & Shankar, 2022). According to Fetscherin (2019), there are three primary causes for purchasing behavior: getting a product. These moving needs have nothing to do with acquiring the product and prioritizing goals that have nothing to do with acquiring the product. Researchers identified seven shopping motivations under these basic headings: role-playing, expected advantages, commitment, communication, optimizing preferences, communication, authority, and stimulation. Since the late 1970s, the study of consumers' shopping reasons has been expanded to include emotional or hedonistic components, and it has been proposed that both affect customers' behavior (Schiessl, Korelo, & Dias, 2022). In general, utilitarian purchasing motivations pertain to consumers' rational expectations, whereas hedonic shopping motivations refer to consumers' emotional expectations (Goraya et al., 2020). The definition of practical buying motivations is those that lead the consumer to purchase only the product or service they need or to get information. In utilitarian motivation, shopping is viewed as a task (Pandya & Pandya, 2018) and is related to the efficient and suitable acquisition of a product or service. The task is accomplished when the required or desired item is located and shopping concludes. In utilitarian shopping motives, trips to collect information about payments, pricing, and products are also described as utilitarian shopping motivations, even though not every shopping visit must result in a purchase (Khraim, 2011). Since utilitarian shopping is concerned with the non-emotional qualities of the product or service, it provides consumers with benefits associated with the objective and functional characteristics of the product, with "price, quality, and value" emerging as the primary determinants in product selection. With the influence of these characteristics, consumers who exhibit buying and consumption behavior operate without joy and with a focus on economy and success. Consequently, the

foundation of motivation in utilitarian shopping is founded on the notion that the customer attempts to maximize the entire benefit by performing product purchases in a timely and efficient manner to attain their goals with the least effort. In this setting, the customer attempts to reduce the energy, time, and money required to participate in the purchasing activity while maximizing the actual rewards obtained. Similarly, Haq, Adnan, and Ali (2021) discussed two characteristics of utilitarian shopping motivations: effectiveness and achievement. While effectiveness emphasizes the consumer's desire to save time and resources, success refers to a deliberate shopping orientation in which the importance of locating certain products before shopping is highlighted. In contrast to utilitarian shopping, hedonic shopping motivations are abstract and subjective and lead to actions motivated by emotions to satisfy the consumer's social, psychological, and experience-oriented requirements (Kutaula et al., 2022). Shankar and Jain (2022) define hedonic purchasing motivation as "seeking enjoyment, playing games, leisure, excitement, and social interaction." Shankar and Jain (2022) conducted one of the most exhaustive research on hedonic purchasing motives, addressing six areas of hedonic shopping motivations. These include role shopping, social shopping, the exchange of ideas, the exchange of adventure, the exchange of pleasure, and the exchange of value. Role exchange describes a purchase that includes the enjoyment of shopping for others, its impact on the moods and emotions of shoppers, and the happiness and excitement of consumers when the appropriate gift for another person is discovered. Social shopping refers to a customer's enjoyment of shopping with family and friends, interacting with other consumers, and socializing while shopping. The term "exchange of ideas" refers to shopping to observe and become aware of innovations and new products and conform to fashion and trends. The exchange for sensory stimulation, excitement, adventure, and the sensation of being in another world is reflected in adventure shopping. The term "pleasure shopping" refers to purchasing items to forget difficulties, manage stress, alleviate bad emotions, and feel better. On the other hand, value exchange emphasizes shopping to catch discounts and pursue deals, and customers love discovering discounts or cheap costs during this buying.

When the brand is efficiently managed strategically, it is a framework that improves brand recognition and brand loyalty and serves as the foundation for marketing and sales activities (Soleimani et al., 2022). Brand awareness is crucial for merchants to communicate their brands to their current and potential target audiences. After the brand

awareness process, the brand's initial impression on the target audience can be realized. After this, the brand's image is positioned, and if this image is good, the target audience will begin to identify with that brand. This circumstance can enable all businesses to advance toward brand loyalty, which is their ultimate objective. Brand awareness combines a brand's contextual and formal characteristics, such as its name, logo, packaging, character, and the benefits it offers, with the category requirement. According to Knox and Walker (2001), brand awareness is the sum of positive and negative information about a brand that a consumer has. According to Erciş et al. (2012), brand awareness is a consumer's ability to recognize and recall the product category to which a brand belongs. In this instance, there is a connection between the brand and the product category. Brand awareness encompasses an ongoing stage ranging from complete unfamiliarity with the brand to recalling it as the sole brand in its product category. Thus, awareness is a prerequisite for forming brand-specific ideas and perceptions. The concept of brand awareness is comprised of two fundamental concepts: recognition and recall. This can be explained by the fact that the consumer has sufficient knowledge to classify the brand. In this context, brand recognition enables the brand to be evaluated and distinguished from other brands within the product category.

H1: Shopping motivations have a significant effect on brand awareness.

H2: Shopping motivations have a significant effect on brand loyalty.

According to studies on this topic, consumers with strong brand awareness and psychological attachment to the brands are more likely to purchase. However, when the consumer makes the purchase decision in the store, the definition is typically based on visual characteristics and their sports intention (Waris & Hameed, 2020); if the purchase decision is made before the product reaches the point of sale, recall occurs. Although sports brand recognition is more straightforward than recalling, it is more critical than recalling occurs. According to Chung, Cho, and Chakravarti (2022), brand awareness stands out in this context for providing three crucial advantages in consumer decision-making. The first of these benefits is the benefit of thought, the second is the benefit of consideration, and the third is the benefit of choice. Thus, consumers will be able to consider the experience and knowledge they have about the product as a result of sports brand awareness, reflect deeply on this experience and expertise, and ultimately choose the product. From this perspective, it can be stated that sports psychology

significantly impacts consumers' purchasing decisions. Visual characteristics such as packaging, design, shape, logo, color, and symbol are currently of great importance for consumers with a psychological association with a product.

On the other hand, recall can be defined as the consumer's ability to use past information and psychological association when given a brand-related cue. Thus, while recognition reflects the familiarity of past experiences, recall is the consumer's mental image of the brand when a product category is mentioned, or a new need arises. For example, when a consumer needs sneakers, the Nike or Adidas brand comes to mind, but it is a recognition for the consumer to know that there are other brands where the Nike or Adidas logo appears. Figure 1 illustrates the research model.

H3: Sports psychology moderates the relationship between shopping motivations and brand awareness.

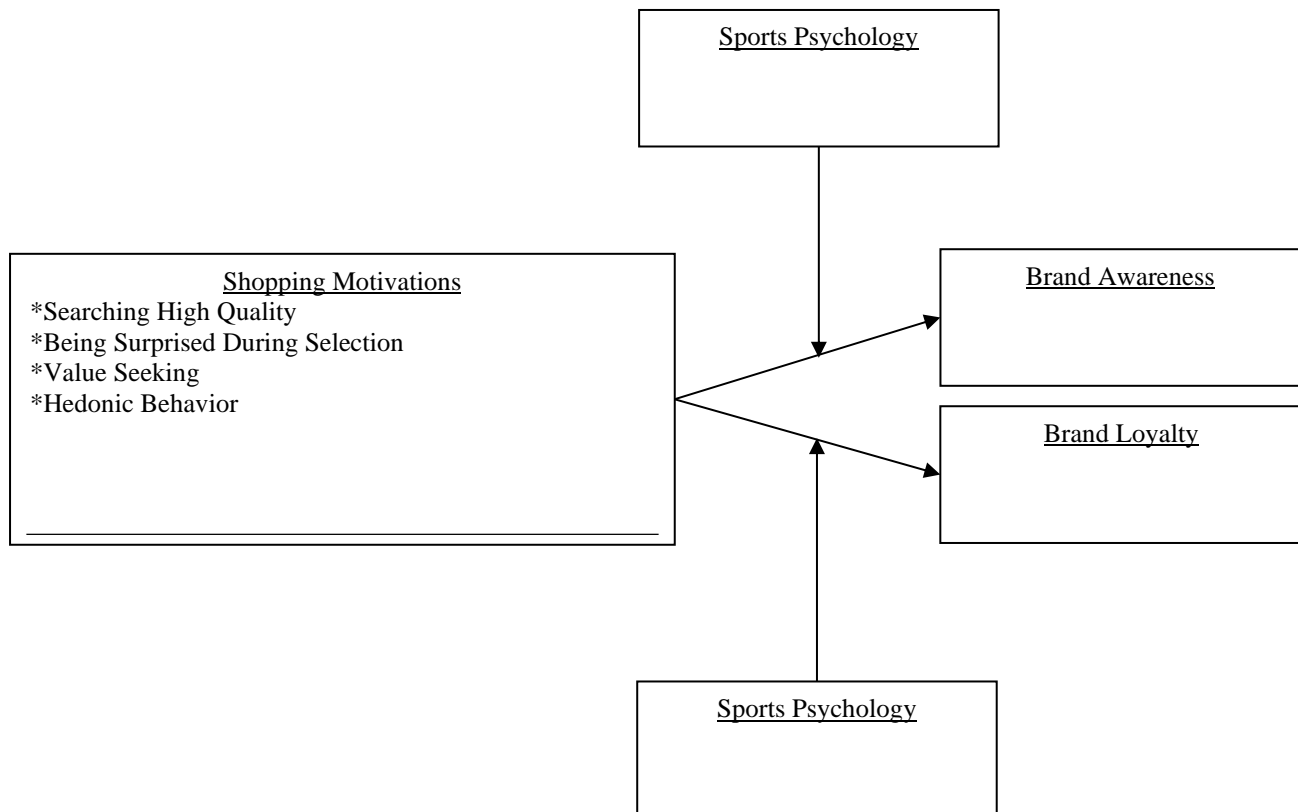*H4: Sports psychology moderates the relationship between shopping motivations and brand loyalty.*

Figure 1. Theorized Framework

3. Methodology

This study investigated the connection between shopping motivation, sports psychology, brand awareness, and brand loyalty. This relationship is examined using a quantitative research methodology. In addition, a cross-sectional research design employing a survey questionnaire for data collection was utilized. The current study considered available scale items from prior research to develop a survey questionnaire. Adapted from previous research, the scale items measure shopping motivation, sports psychology, brand awareness, and brand loyalty.

In practice, a face-to-face survey was administered to consumers who frequented shopping centers and sporting goods stores. The study employed a method of sampling by convenience to collect data. In this study, a model was developed to examine the effect of shopping motivations on brand awareness and loyalty in the sports industry, and the variables were analyzed. Analysis was restricted to consumers who shop during the day (between 10.00 and 22.00), from shopping centers and retailer stores for various purposes, who can make shopping decisions independently, and who are adults over 18 years old.

A questionnaire was administered to the audience sample. A survey was administered to 350 Turkish consumers who shopped at sporting goods retailers. The shopping motivation, brand awareness, and brand loyalty of consumers were evaluated. By imposing these constraints, it was attempted to ensure that the sample population consisted of the appropriate individuals to represent the larger population. The measurement scale utilized in this study is presented in Table 1.

Table 1

Scale Items

Constructs	Descriptions
Searching High Quality	"I try to choose the most perfect of the products to be purchased.
	I usually try to get the best quality that covers everything.
	I make special efforts to buy products of excellent quality.
	I have high standards and qualities for the products I buy."
Being Surprised During Selection	"I feel surprised when there are too many brands to choose from.
	Sometimes it is hard to choose which store to shop at.
	As you learn more about the products, it is hard to choose the best one.
	All the information I have learned about different products confuses me.
	Shopping with other people provides a lot of communication opportunities."
Value Seeking	"I like to research discounts when I am shopping.
	I like to bargain on shopping.
	Whatever pieces I am looking for in shopping, I try to find them.
	I love shopping for my friends and family.
	I love to get a nice gift for someone in your shopping environment."
Hedonic Behavior	"I go to all the departments selling for shopping, travel, and having fun.
	Shopping is the most fun activity for me."
Brand Awareness	"I usually choose more expensive brands.
	Higher-priced products have better quality.
	Specialty stores and pleasant store sections offer me the best products.
	Most advertised brands usually have excellent quality."
Brand Loyalty	"I love buying my favorite brands over and over again.
	Once I find a product or brand I like, I always buy it.
	I always go to the same store to shop.
	I like to buy the same brand."
Sports Psychology	"I like the piece of team merchandise I purchased.
	I think that the team merchandise I purchased is good.
	I think that the team merchandise I purchased is desirable.
	My feelings towards the team merchandise are positive."

Using characteristics such as age, gender, marital status, and education level, the demographic profiles of customers who participated in the survey were analyzed. 350 individuals participated in the survey, with 54.6% being female and 44.9% male. The age distribution of the participants was as follows: 94.9% "were between 18 and 25 years old," 3.4% "were 26 to 35 years old," and 1.7% "were 36 to 45 years old." The vast majority of participants were young customers, as is evident. 95.4% of the participants were unmarried, while 4.5% were married. 24.3% of the participants had a high school diploma, 71.4% had an associate degree, 2.6% had a high school diploma, and 1.7% had a master's degree.

4. Findings and Results

The normalcy test employed "kurtosis and skewness" values. Hair et al. (2012) proved, "As a general rule of thumb for skewness if the number is larger than +1 or less than -1, this indicates a highly skewed distribution. The fundamental rule for kurtosis is that if the number is more than +1, the distribution is excessively skewed." Normality is described in Table 2 since the "kurtosis and skewness" values are normal.

Table 2

Normality Test

Items	Missing	Mean	Standard Deviation	Excess Kurtosis	Skewness
SP1	0	3.245	1.507	-0.447	0.094
SP2	0	3.253	1.755	-0.525	0.433
SP3	0	3.541	1.87	-0.751	0.334
SP4	0	3.515	1.889	-0.759	0.399
BA1	0	3.537	1.722	-0.445	0.316
BA2	0	3.489	1.802	-0.695	0.232
BA3	0	3.511	1.806	-0.855	0.132
BA4	0	3.703	1.855	-0.756	0.209
BL1	0	3.703	1.836	-0.705	0.304
BL2	0	3.659	1.915	-0.744	0.363
BL3	0	3.563	1.865	-0.676	0.388
BL4	0	3.572	1.848	-0.598	0.372
SHQ1	0	3.603	1.858	-0.719	0.314
SHQ2	0	3.502	1.765	-0.426	0.457
SHQ3	0	3.546	1.87	-0.854	0.194
SHQ4	0	3.472	1.794	-0.586	0.321
BSDS1	0	3.655	1.78	-0.633	0.265
BSDS2	0	3.035	1.477	-0.048	0.627
BSDS3	0	3.144	1.501	0.515	0.913
BSDS4	0	3.201	1.437	0.882	0.941
BSDS5	0	3.127	1.453	0.494	0.775
VS1	0	3.096	1.386	0.555	0.679
VS2	0	3.179	1.498	0.388	0.727
VS3	0	3.127	1.444	0.65	0.864
VS4	0	2.991	1.43	-0.233	0.44
VS5	0	3.166	1.37	0.454	0.641
HB1	0	3.083	1.456	0.141	0.624
HB2	0	3.096	1.475	0.256	0.705

The research has employed "PLS Algorithm" values to determine the "reliability and validity." The "Cronbach's alpha > 0.70, composite reliability (CR > 0.70), factor loadings > 0.60, and average variance extracted (AVE > 0.05)" values are obtained recommended by Hair Jr et al. (2014) for the research results. Table 3 findings show the research got the results for "reliability and validity." The measurement model is available in Figure 2.
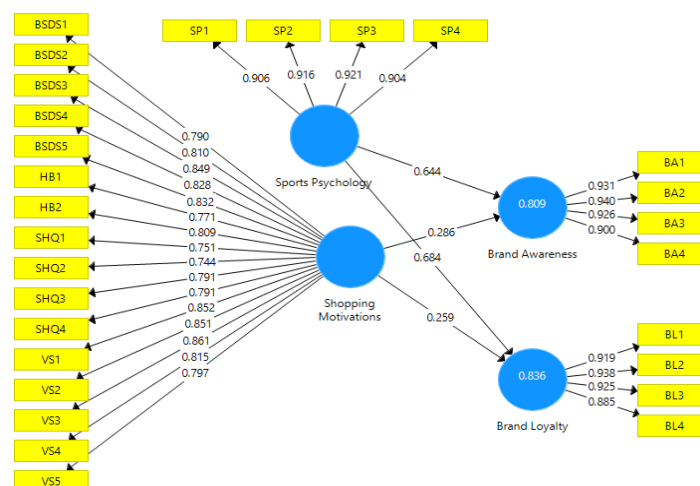

Figure 2. Measurement Model

Table 3

Reliability and Validity

Constructs	Items	Loadings	α	CR	AVE
Brand Awareness	BA1	0.931	0.943	0.959	0.854
	BA2	0.940			
	BA3	0.926			
	BA4	0.900			
Brand Loyalty	BL1	0.919	0.937	0.955	0.840
	BL2	0.938			
	BL3	0.925			
	BL4	0.885			
Sports Psychology	SP1	0.906	0.932	0.952	0.831
	SP2	0.916			
	SP3	0.921			
	SP4	0.904			
Shopping Motivations	BSDS1	0.790	0.965	0.968	0.656
	BSDS2	0.810			
	BSDS3	0.849			
	BSDS4	0.828			
	BSDS5	0.832			
	HB1	0.771			
	HB2	0.809			
	SHQ1	0.751			
	SHQ2	0.744			
	SHQ3	0.791			
	SHQ4	0.791			
	VS1	0.852			
	VS2	0.851			
	VS3	0.861			
	VS4	0.815			
	VS5	0.797			

The research also considered "discriminant validity" in this study (see Table 4). "Heteritrait-Monotrait (HTMT < 0.90)," recommended by Gold, Malhotra, and Segars (2001), is considered in this way. The findings were not more than the recommended threshold; therefore, the research has clear "discriminant validity." It is investigated to check the difference between items measuring the same variable.

Table 4

Discriminant Validity

	Brand Awareness	Brand Loyalty	Shopping Motivations	Sports Psychology
Brand Awareness				
Brand Loyalty	0.845			
Shopping Motivations	0.841	0.848		
Sports Psychology	0.745	0.768	0.765	

The research has used the "PLS structural model" for hypotheses tests (see Figure 3). The findings explain all variables are significant. The first hypothesis is acknowledged as "t = 6.095 and p = 0," and the impact of shopping motivations on brand awareness is remarkable (see results in Table 5). Similarly, the second hypothesis is acknowledged as "t = 5.735 and p = 0," and the impact of shopping motivations on brand loyalty is remarkable.

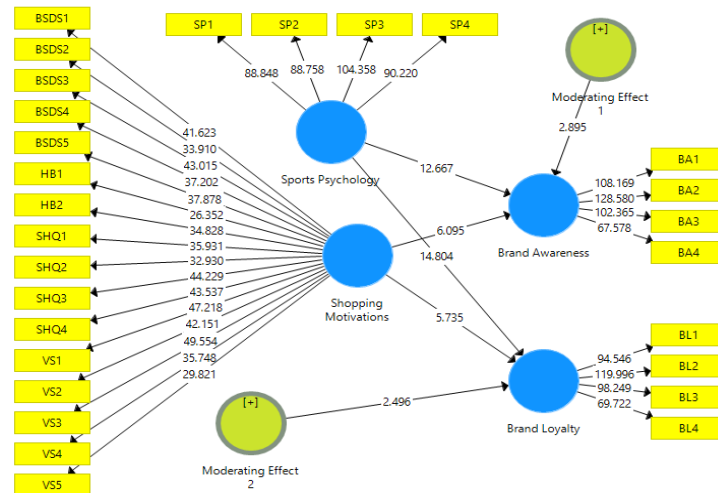***Figure 3.*** Structural Model

Thirdly, the first moderating hypothesis is acknowledged as "t = 2.895 and p = 0.004," and moderating impact of sports psychology on shopping motivations and brand awareness is outstanding. Also, this moderation is positive and strengthens the relationship between variables (see Figure 4).
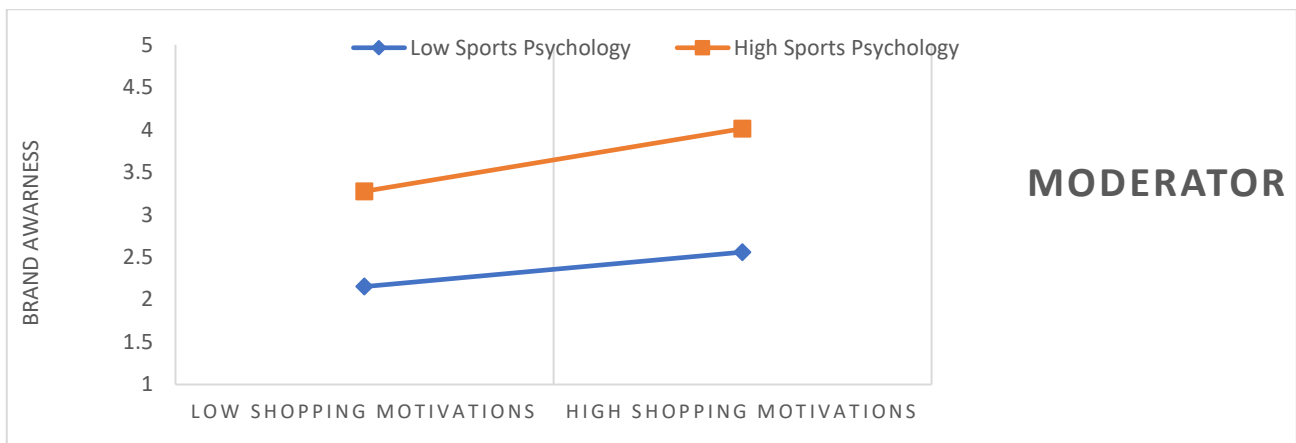

Figure 4. Moderation 1

Lastly, the second moderating hypothesis is acknowledged as "t = 2.496 and p = 0.013," and moderating impact of sports psychology on shopping motivations and brand loyalty is also noteworthy. Correspondingly, this moderation is positive and strengthens the variables' relationship (see Figure 5).
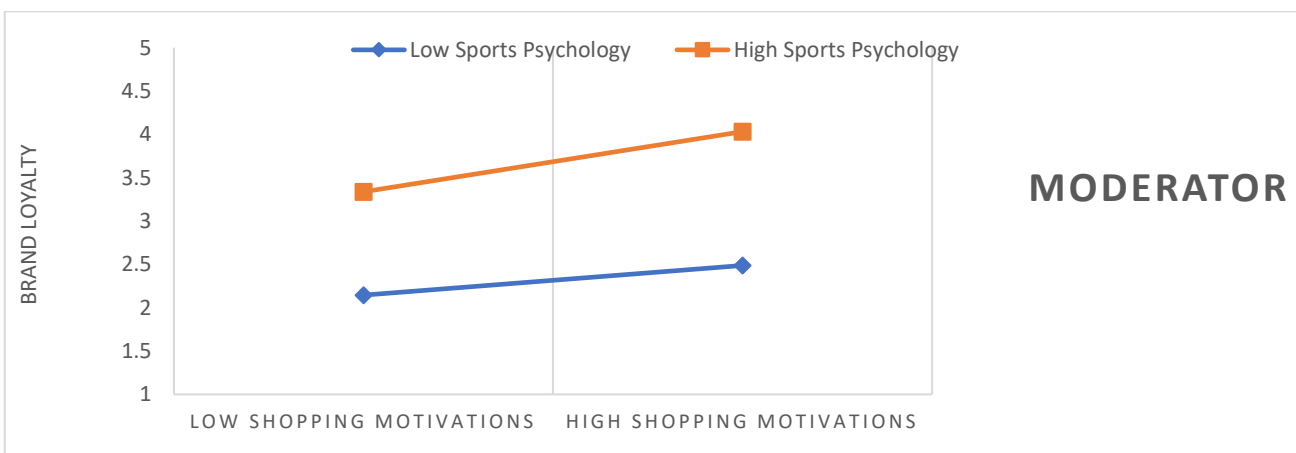

Figure 5. Moderation 2

Table 5

Direct and Moderation Relationships

Path	Original Sample	Standard Deviation	t	p
Shopping Motivations -> Brand Awareness	0.333	0.055	6.095	0
Shopping Motivations -> Brand Loyalty	0.308	0.054	5.735	0
Moderating Effect 1 -> Brand Awareness	0.083	0.029	2.895	0.004
Moderating Effect 2 -> Brand Loyalty	0.088	0.035	2.496	0.013

In any study, the "predictive relevance" is checked for the research model significance (see Figure 6). Ramayah et al. (2018) demonstrated, "Q-square is predictive relevance, measures whether a model has predictive relevance or not ($Q^2 > 0$) is good." Table 6 findings show that the model has "strong predictive relevance."
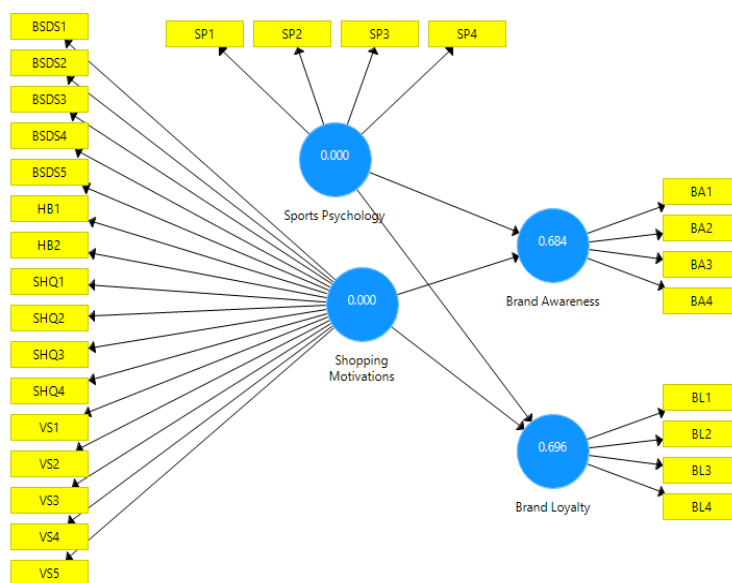

Figure 6. Predictive Relevance

Table 6

Predictive Relevance

Constructs	SSO	SSE	Q² (=1-SSE/SSO)
Brand Awareness	916	289.016	0.684
Brand Loyalty	916	278.208	0.696

5. Discussion and Conclusion

The research yields significant results and achieves its purpose. First, H1 is crucial, and shopping motivations substantially impact brand recognition. Literature discovered throughout data analysis supports these conclusions. The success of a brand's marketing activities in the highly competitive retail industry depends mainly on building brand recognition (Manss, Kurze, & Bornschein, 2020). In this scenario, brand awareness building can give retailers significant long-term benefits. Consequently, brand awareness can contribute to the value of enterprises in four distinct ways (Zarantonello et al., 2018). These include placing the brand's position in the consumer's mind/memory, functioning as a barrier to the entry of new brands into the memory, renewing the consumer's suspicions about the brand, and serving as a significant distribution channel leverage. Every day, it becomes increasingly difficult for the brands of retailers with a modern marketing strategy to be recognized, draw attention, differentiate themselves from their competitors, and be remembered by consumers. As a result, businesses have several options for determining their brands' position in consumers' memories. In this context, there are four fundamental ways to create brand awareness, particularly brand recognition (Purwanto et al., 2021). These tactics include repeated exposure, the use of a slogan or jingle, a brand component that builds association, and building a connection between the product or service category and the brand. Recurrent exposure: The more frequently a consumer experiences the brand, the more he thinks, hears, and sees the brand, and the stronger the brand is in the consumer's memory. A tune or slogan that properly

complements and expresses the brand is the clue that will help the consumer remember the brand. A component of a brand that creates connotation: Retail organizations want to conjure consumers' visual characteristics, such as a logo, mascot, or symbol, that they feel will be identified with the brand and convey its essence. Establishing a connection between the category of the product or service and the brand: Some brands have given their names to the product or service category in which their yields fall. From this perspective, it can be stated that innovative and dynamic retail enterprises that can establish emotional bonds with the consumer audience through the use of these methods and protect their brand image through effective advertising will have high levels of brand awareness, thereby creating a higher level of brand image, brand value, and brand loyalty (Kaplan, 2007).

Second, H2 is essential, and shopping motivations substantially impact brand loyalty. Literature discovered throughout data analysis supports these conclusions. The emotional tie with the brand is so strong that consumers tend to suggest it to others, talk about it, and communicate with other brand users in addition to purchasing it frequently. Therefore, it is challenging for these consumers to switch brands (Porcu et al., 2020). This categorization of brand loyalty is also essential in assessing brand loyalty. Behavioral, attitudinal, and hybrid approaches to brand loyalty are analyzed under three headings (Pinto & Brandão, 2021). The behavioral approach is determined by the quantity, percentage, and frequency of a consumer's purchases of the same brand. According to proponents of this theory, brand loyalty is a habit, and consumers are loyal to a brand if they purchase it frequently (Moro & Rita, 2018). It is overlooked whether a consumer purchases a brand for emotional reasons, such as loving or liking and the purchase is not necessarily the outcome of a brand commitment. The attitudinal approach includes variables such as acceptance, awareness, importance, trust feeling, liking, and continuity of the consumer who recommends a brand even if it is not purchased (Ahmad et al., 2022) and who has an emotional attachment to that brand. In other words, the attitudinal approach uses attitudinal data to describe the psychological and emotional commitment inherent to the loyalty structure (Akturan, 2018). The Mixed Approach combines the behavioral and attitude approaches. According to this theory, purchasing and emotional attachment must co-occur for brand loyalty to give long-term value to the store (Platania, Morando, & Santisi, 2017). However, most luxury airlines and hotels that conduct retail sales and offer recreational services have a hybrid strategy (Noor, Mansoor, & Rabbani, 2021). These theories discuss three components of brand loyalty:

cognitive, emotional, and behavioral. When these characteristics are studied in terms of the sequence of formation in the consumer, it is argued that cognitive loyalty occurs first, followed by emotional loyalty, and then behavioral loyalty. Cognitive loyalty refers to the consumer's first impression of the brand's image. Although the consumer's initial prior knowledge might produce it, it can also be formed by the information that the consumer chooses about the product or service based on their most recent experience. Emotional loyalty is shaped by a consumer's appreciation and devotion to a brand. Happiness is a dimension of commitment, and it is difficult to induce change in the consumer. Behavioral loyalty, on the other hand, refers to the situation in which the consumer is determined to purchase the brand and seeks to eliminate the hurdles they will face in reaching the brand (Kucuk, 2021). In today's intensely price-competitive marketplace, in addition to dynamic and changeable market conditions, every retail organization seeks to build consumers and customers who will remain loyal to their brand for a long time (Farhat & Chaney, 2021). The thousands of new products that enter the market annually in the United States and other countries create a situation that can be positively evaluated so that consumers are more connected to the brands they trust and recognize. This evaluation is based on observing a declining and increasingly conservative tendency in risk-taking (Purwanto et al., 2021). While it is acknowledged that developing long-term relationships with consumers is crucial for brand life and long-term profitability, it is also understood that brand loyalty promotes profitability regardless of the time frame (Rasouli et al., 2022). It is believed that having a client portfolio comprised of brand-loyal customers will help retail enterprises rebound from economic downturns in the short and long term. As a result of the need to overcome economic downturns, retailers may need to raise their product prices. Existing customers may agree to pay more for the retailer's products or switch brands in this scenario. Importantly, H3 moderates the relationship between shopping motivations and brand awareness. Fourthly, hypothesis H4 is accepted, and sports psychology moderates the relationship between shopping motivations and brand loyalty. The findings of both hypotheses are supported by the literature discovered during data analysis. Similarly, a consumer's decision to purchase something in a store is typically influenced by the product's appearance and whether or not they intend to use it for sports. However, if they purchase something before the point of sale, there is a possibility of recall. Even though recalling sports brand names is easier than brand recognition, recalling is still more important. According to

Purwanto et al. (2021), brand awareness stands out in this scenario because it offers three substantial advantages in a purchase decision. The first of these advantages is the advantage of thinking, followed by the advantage of thought and decision-making. Thus, customers will be able to consider the knowledge and history of the product thanks to sports brand awareness, which will ultimately help them choose the product. From this perspective, it is possible to conclude that sports psychology significantly impacts consumers' purchasing decisions. Currently, visual characteristics such as packaging, design, form, logo, color, and product symbol are essential to consumers with psychological associations with the product. Recalling, on the other hand, refers to a consumer's ability to access prior knowledge and psychological associations in response to brand-related cues.

6. Theoretical and Practical Implications

This research is an essential contribution to the body of knowledge, practically and conceptually, because previous investigations did not achieve these results. The research contributed to the brand awareness and brand loyalty literature by incorporating shopping incentives and sports psychology. Theoretically, the study has contributed to the corpus of knowledge by establishing the connection between shopping impulses and brand recognition. Significantly, this study's model also advanced the literature on brand loyalty by demonstrating the relationship between shopping motivations and brand loyalty. In addition, this research has contributed to the literature on two key moderating relationships that were not previously considered. The study examined the moderating effect of sports psychology on the connection between shopping incentives and brand awareness. This relationship revealed a new literary dimension, an essential contribution to research.

Similarly, current research has considered the moderating relationship between purchase incentives and brand loyalty and sports psychology. Similarly, this association uncovered a new dimension of literature, an essential contribution to scholarship. This research's postulated model is an outstanding contribution to the body of knowledge.

Additionally, this study has practical consequences for brand recognition and brand loyalty. The study evaluated whether value-seeking and hedonic behavior are required for an individual's enhanced brand awareness and loyalty. In addition, the research revealed that searching for high quality and being surprised during the selection process are significant motivating factors that contribute to brand recognition and brand loyalty to sports products. Similarly, the current study has uncovered a new aspect of sports psychology influencing customers' purchasing decisions among various brands. To a greater extent, sports psychology is crucial in providing value-seeking consumers with hedonistic shopping preferences with a sense of brand awareness.

Similarly, when sports psychology is associated with brand loyalty, individual consumers develop their optimal purchasing behavior for products and services. By applying the research's practical ramifications, sports retail sales can be increased productively, and many consumers can be targeted for brand awareness and loyalty. For improved results, it is crucial to consider the study's practical and theoretical implications.

7. Future Directions

Without a doubt, the current research objective has been met by its substantial findings, although the researchers have identified some limits in their work. This research has initially investigated only four terms for shopping reasons, excluding some crucial shopping motivations. Therefore, the future study must investigate additional characteristics of shopping motivation to contribute to the body of knowledge. Secondly, this research has two dependent variables: brand awareness and brand loyalty; however, these two variables are not treated as a single entity. Therefore, future researchers must examine brand positioning as a dependent variable for purchase incentives, with sports psychology as a moderator. Lastly, this study has just addressed the moderating influence of sports psychology and has not examined mediation in the model. Therefore, in future research, scholars may investigate the mediating effect of digital marketing between shopping impulses, brand awareness, and brand loyalty.

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