The Effect of Endorser Credibility on Purchase Intention based on Golf Products’ Attribute: Elaboration likelihood Model Perspective. Golf Equipment vs. Golf Apparel

Jongyeol Yoo
University of Arkansas, Fayetteville

Follow this and additional works at: https://scholarworks.uark.edu/etd

Part of the Sports Management Commons, and the Sports Studies Commons

Citation

This Dissertation is brought to you for free and open access by ScholarWorks@UARK. It has been accepted for inclusion in Graduate Theses and Dissertations by an authorized administrator of ScholarWorks@UARK. For more information, please contact scholar@uark.edu.
The Effect of Endorser Credibility on Purchase Intention based on Golf Products’ Attribute: Elaboration likelihood Model Perspective.
Golf Equipment vs. Golf Apparel

A dissertation submitted in partial fulfillment of the requirements for the degree of Doctor of Philosophy in Health, Sport and Exercise Science

by

Jongyeol Yoo
Chungnam National University
Bachelor of Physical Education, 2001
Chungnam National University
Master of Physical Education, 2006

December 2020
University of Arkansas

This dissertation is approved for recommendation to the Graduate Council

_______________________________
Steve Dittmore. Ph.D
Dissertation Director

_______________________________
Joshua J. Lens. Ph.D
Committee Member

_______________________________
Wonyoung Kim. Ph.D
Ex-Officio Member

_______________________________
Wen-juo Lo. Ph.D
Committee Member
ABSTRACT

The purpose of the study is to examine the main features of a sport celebrity which make them credible as an endorser such that it influences the consumer’s purchase intention based on the products’ attributes. The study used a non-probability sample, a convenient sample method, limiting the generalization possibilities. A total of 401 surveys were collected for a golf apparel study while a total of 397 surveys were collected for a golf equipment study.

Findings of the golf apparel study indicated that trustworthiness, attitude toward advertisement, and involvement in golf positively influence on purchase intentions. On the other hand, attractiveness, expertise, attitude toward celebrity, and involvement in golf have an effect on purchase intention in the golf equipment study. This result re-emphasizes the importance of understanding consumers to deliver an effective message to promote increased consumption by the consumer with a higher level of fit between the product and the interest of consumers. It is necessary to recognize that the endorser credibility of sport celebrity endorsers affects advertising on endorsed products based on their current performance. The question of whether a sports celebrity's field success affects individual dimensions of endorser credibility is rarely discussed in the athlete endorsement literature. These findings will extend the growing literature on the sports advertising industry in sports and provide practical knowledge for sports marketers to use sports advertising models effectively. The results of the study help marketers effectively choose the best celebrities for recommending their brands and products.

Keywords:
Source Credibility, Celebrity Endorsement, Celebrity Attitude, Involvement, Purchase Intention
ACKNOWLEDGEMENTS

First of all, I would like to express my most sincere appreciation to God. I have no doubt that my doctoral degree is successfully achieved with his blessings.

I would like to express a deep appreciation to Dr. Stephen W. Dittmore, my committee chair, and academic advisor, for your countless support, encouragement, and guidance throughout this journey. His devotion of time and enthusiasm was critical for the successful completion of my dissertation.

My appreciation extends to my dissertation committee members, Drs. Wonyoung Kim, Wen-juo Lo, and Joshua J. Lens for their support to complete my dissertation with creative and insightful comments, which helped me improve my dissertation.

Special thanks to Dr. Yong Chae Rhee, a faculty at Washington State University, for your support and informative advice in process of writing the dissertation.

Finally, I would like to show my big appreciation to my family in Korea; parents, and an old sister for their continuous prayer, support, and patience. Special thanks to my wife, Won Jeong Yoon, and my lovely sons, Hyun Joon and Min Joon Yoo, for consistent support, dedication, and encouragement throughout the journey. We would not be able to finish this journey without everyone above.
DEDICATION

This dissertation is dedicated to my parents, and my beloved wife, Wonjeong Yoon and my sons, Hyun Joon Yoo and Min Joon Yoo.
## TABLE OF CONTENTS

### CHAPTER I: INTRODUCTION
- Purpose of the study .................................................................................................................. 1
- Assumption .................................................................................................................................. 6
- Limitations ................................................................................................................................. 6
- Delimitation ............................................................................................................................... 6
- Definition of Terms ..................................................................................................................... 7

### CHAPTER II: REVIEW OF LITERATURE
- Advertising ............................................................................................................................... 9
  - The significance and origin of advertising ................................................................................ 9
  - Concept of advertising ............................................................................................................. 9
  - Function of advertising ........................................................................................................... 9
  - Celebrity Endorsement ........................................................................................................... 10
  - The Role and Characteristics of advertisement models ......................................................... 12
  - The Celebrity Athlete ............................................................................................................ 14
  - Endorser credibility based on source-credibility model ....................................................... 15
    - Attractiveness ....................................................................................................................... 17
    - Trustworthiness .................................................................................................................... 18
    - Expertise .............................................................................................................................. 19
  - Elaboration Likelihood Model: ELM .................................................................................... 20
    - Sports Involvement and Its’ Impacts on Consumer behavior .............................................. 22
    - Consumers’ attitudes toward advertising .......................................................................... 24
- Purchase Intention .................................................................................................................... 25
- Research Question ................................................................................................................... 27
- Hypothesis Development ......................................................................................................... 29
- Research Model ....................................................................................................................... 30

### CHAPTER III: METHOD
- The focus of the study ............................................................................................................... 31
- Research Design ...................................................................................................................... 31
- Participants .............................................................................................................................. 31
- Sample Profile ......................................................................................................................... 32
Data Collection Procedure ................................................................. 35
Measures ............................................................................................. 36
Source Credibility ................................................................................ 36
Sport Involvement ............................................................................... 37
Consumer Attitudes Toward Advertising .......................................... 37
Purchase Intention ............................................................................. 37
Demographic background .................................................................. 38
Data Analysis ..................................................................................... 38

CHAPTER IV : RESULTS ......................................................................... 39
Study 1: Golf Apparel .......................................................................... 39
Data Screening and Test of Assumptions (Study 1) ................................ 39
Regression Analysis ........................................................................... 41
Study 2: Golf Equipment ...................................................................... 42
Data Screening and Test of Assumptions (Study 2) ............................... 43
Regression Analysis ........................................................................... 45

CHAPTER V: DISCUSSION ...................................................................... 47
Summary ............................................................................................. 47
Study 1: Golf Apparel .......................................................................... 49
Study 2: Golf Equipment – Driver ....................................................... 51
Theoretical and Managerial Implications ........................................... 54
Recommendations for Future Research and Limitations ..................... 56
Conclusion .......................................................................................... 58

REFERENCES ....................................................................................... 60
APPENDICES SECTION .......................................................................... 75
APPENDIX A: IRB HUMAN SUBJECTS REVIEW ............................... 75
APPENDIX B: INFORMED CONSENT FORM .................................... 76
APPENDIX C: SURVEY QUESTIONNAIRE ........................................ 77
LIST OF TABLES

Table 1. Source credibility scale ............................................................................................................ 17

Table 2. Sports Involvement Inventory Items .......................................................................................... 24

Table 3. Sociodemographic Characteristics .............................................................................................. 34

Table 4. Correlations Matrix (Study 1) ..................................................................................................... 39

Table 5. Descriptive Statistics Study 1 ..................................................................................................... 40

Table 6. Result of Multiple Regression for Purchase Intention (Study 1) .............................................. 42

Table 7. Correlations Matrix (Study 2) ..................................................................................................... 43

Table 8. Descriptive Statistics Study 2 ..................................................................................................... 44

Table 9. Result of Multiple Regression for Purchase Intention (Study 2) .............................................. 46
LIST OF FIGURES

Figure 1. Elaboration likelihood model: ELM ................................................................. 22

Figure 2. The theoretical framework of study .............................................................. 30

Figure 3. The result of multiple regression analysis on proposed of study 1 .................. 41

Figure 4. The result of multiple regression analysis on proposed of study 2 ................. 44
CHAPTER I

INTRODUCTION

Using celebrities as part of their marketing communication strategy is a common practice for large companies to support their brand image. In the USA, approximately 25% of all commercials that are televised feature celebrity endorsers (Erdogan, Baker, & Tagg, 2001). While the companies and organizations pay them a tremendous amount of money to appoint the most profitable as well as an attractive celebrity to promote the products, brands, and campaigns (Van Riper & Badenhausen, 2008). Indeed, consumers can obtain plenty of advertisements based on the advanced technology and diverse channels of informational dissemination. According to these phenomena, advertising plays an important role in developing a modern industrial society (Meenaghan, 1995).

As an effective marketing tool, advertisement has been broadly utilized to increase organizations’ performance in the world of business and has also become a critical part of marketing activity to attract potential customers (Kotler & Armstrong, 2010). Also, advertisements have been utilized by advertisers to reach out to target consumers, differentiate their products from other competitors, and ultimately influence consumer behaviors and purchase decisions (Leiss, Kline, & Jhally, 1990; Biswas, Biswas, & Das, 2006). The purpose of advertising is to increase the consumers’ purchase intention with a favorable and positive attitude toward advertising (Hasnain, Birla, & Khan, 2018).

Advertising has been shown to either directly or indirectly influence consumer attitudes toward the organizations, the brand, products, and services on different media channels (Wang & Sun, 2010). Since it is difficult to distinguish the qualitative differences of advertisement products in the era of ad competition, emotional appeal using the advertising model is used as a
message conveyer of advertisement rather than an advertisement of rational appeal using product characteristics (Nelson & Paek, 2005). This is because the model appearing in the advertisement plays an important role as an information carrier that conveys the meaning or images the advertisement wants to display (Amos, Holmes, & Strutton, 2008). Also, advertising and marketing experts noted that a communicator or endorser in advertising is significant because he or she could effectively persuade consumers to receive these planned messages (Ohanian, 1990). Many companies are using celebrity models to create a favorable image of their products and achieve advertising goals (Miciak & Shanklin, 1994).

Celebrity advertisement is an effective and often used marketing tool to directly impact the purchasing intentions of consumers (Priyankara, Weerasiri, Disanayaka, & Jinadasa, 2017). The types of advertising models are diverse as it includes corporate top management models, general consumer models, product-related professional models, celebrity models, and sports stars (Fang & Jiang, 2015). One of the most commonly used strategies to maximize the effectiveness of the advertisement is to feature celebrities in their commercials. (Hsu & McDonald, 2002; Amos, Holmes, & Strutton, 2008; Fleck, Korchia, & Le Roy, 2012). This practice is known as the pragmatic strategy, which can improve awareness and recognition of a company, and even determine a business’s success or failure (Dolphin, 2004). Some scholars (i.e. Erdogan, 1999; Fang, & Jiang, 2015; Hoque, Ahmed, & Fouji, 2013) also thought that the reason celebrities have been used by advertisers is that they cannot only attract the consumers’ eyes but also could transfer the appeals and favorable perceptions of the celebrity onto the brand itself. As the number of advertisements using celebrity models grows, corporations and advertisers are promoting advertisement products, corporate images, and brands using sports stars with high awareness among consumers (Pope & Voges, 2000).
Interestingly, many of the most high-demanding celebrity endorsers are sports stars. For instance, Tiger Woods signed a $40 million endorsement deal with Nike when he first turned pro in 1996 and kept stiff earning of $30 million per year for endorsements before his infidelity scandal back in 2010 (Rovell, 2010). The popularity of sports and the development of fandom towards popular sport starts makes them one of the most popular endorsers on various commercials (Stone, Joseph, & Jones 2003). Using sports celebrities in commercials has a long history. A sports star is an athlete who is popular and has high recognition among the people (Jones & Schummann, 2000). The reason why sports stars are incredibly famous is that they are the winners in their sports (Corrigan & Kazlauskas, 2003). Moreover, sports stars stand out in their field and have a heroic image imprinted on consumers (Solomon, Russell-Bennett, & Previte, 2012). That is why sports stars as an advertising model can induce consumers’ attention (Morgan & Pritchard, 2001). As an advertising model, the reliability, professionalism, and positive image of sports stars can be transferred to companies, advertising products, and brands (Stone et. al., 2003). Recently, the brand value guarantee and service types are used not only for sports goods and facilities, but also as advertising models in various fields such as electronic products, cosmetics, and automobiles (Kaynak, Salman, & Tatoglu, 2008). Differentiation of advertisement could be considered as a catalytic strategy to not only increase the effect of the basic functions of the product or the service, but also create an additional increase in the value of the product (Belch & Belch, 2003; Mohr, Sengupta, & Slater, 2009). Therefore, various methods of advertising strategies are often implemented to more efficiently relay the wanted product messages, and ultimately enhance the business’ performance (Sekaran, 2006).

MLB legend Babe Ruth, for instance, was featured on Wheaties cereal’ advertising in the 1930s, while Hall of Famers Mel Ott and Car Hubbell appeared in ads for Camel cigarettes at
that time (McGhee, 2012). In Korea, sports celebrities were also often being selected to be brands or companies’ representatives due to their popularity and their influence (Paek, 2005).

For example, Kim Yu-Na, one of the most popular Korean Olympians in history, has appeared in 136 advertisements and commercials after she claimed the gold medal in women’s figure skating event at the 2010 Winter Olympic Games (Paek, 2005). In other words, when a sports star model with a good image and reliability participates in advertising, the advertising effect is higher than other general models. Besides, as a result of analyzing the advertising effect of the sports star model, the sports star model was found to have higher reliability than the famous model (Liu, Huang, & Minghua, 2007). Amos et al, (2008) indicated that the attribute of the sports star advertising model has a positive advertising effect on the corporate or product image, and is closely related to the advertising effect. The more the advertisement model image matches the message delivered by the advertisement, the more positive the advertising effect can be (McDaniel, 1999).

The theoretical approach to the advertising effect of the advertising model is the source credibility model and the source attractiveness model for sources of information in persuasive communication (Joseph, 1982). Pornpitakpan (2004) argues that the source credibility model of an advertising message depends on the expertise and trustworthiness of the message source. Meanwhile, other scholars (Hovland, Janis, & Kelly, 1953; McCracken, 1989; McGuire, 1985) argue that the attractiveness model is critical when it comes to consumer behavior as the effect of advertising messages is formed based on the attractiveness of the informant. In other words, it claims to be based on the similarity and likability of message sources such as endorsers (Baker & Churchill, 1977; Joseph, 1982; McCracken, 1989). Expertise is the degree to which a message bearer is perceived as the source of valid claims (Rieh & Danielson, 2007). Also, trustworthiness
is defined as the degree of belief in a message sender's intention to convey a valid claim (Wu & Wang, 2011). Attractiveness includes not only physical attractiveness but also psychological attractiveness that how the consumer sees the endorser as familiar, likable, or similar to the advertisement (Belch & Belch, 2013). As the purpose of companies to participate in advertisements through sports and athlete-endorser is to garner a higher level of purchase intention from the consumer, the advertisement should communicate clearly with the consumer to build positive images and raise awareness of the product (Quester & Thompson, 2001).

Choosing a suitable endorser for a product or a service is also not an easy decision to make for the marketers (Ohanian, 1990) because celebrity endorsements were always associated with the higher cost and potential risks. However, many companies are still in favor of featuring well-known athletes and/or other entertainment stars in their commercials to promote their products and services to increase brand awareness (Carison & Todd 2013; Miller & Lacznia, 2011) and enhance consumer loyalty and brand image in a short period of the time (Bush, Martin, & Bush, 2004; Miller & Lacznia, 2011).

Sports stars are no longer only prominent in the sports field (Whannel, 1999). They as sports celebrities (Shanklin & Miciak, 1997) have been garnering more demand as a part of the corporative strategy to maximize the effectiveness of advertisements by instilling credibility among consumers and making it a more useful choice than a popular non-sports celebrity (Keel & Natarajan, 2012). From this point of view, it seems natural that sports stars appear as advertising models in various fields (Bush et al, 2004). However, research on the effects of sports stars is still insufficient, and there have been many studies related to advertising and sports. Therefore, the purpose of this study is to identify the effect of endorser credibility, the
impact of the level of involvement in sports (e.g., golf, basketball), and attitude toward advertisement and celebrity on purchase intention based on golf products’ attributes.

**Purpose of the Study**

The purpose of this study is to investigate the influence of celebrity credibility, attitude toward advertisement and celebrity, and perceived level of involvement in basketball and golf on consumers’ purchase intention. This study utilized the source credibility scale (e.g., trustworthiness, attractiveness, and expertise) of sports celebrity stars, the level of participation in golf and basketball, and attitude toward celebrity and advertisement as independent variables and purchase intention as a dependent variable.

**Assumptions**

1) It was assumed that the participants of this study knew the athlete in the advertisement used.
2) It was assumed that the participants answered the questions with honesty, completely, and without intentional bias.

**Limitations:**

This study also has some limitations which need to be noted. It is important to acknowledge the limitations of this study. This study will be selected to participate in the survey by using a convenient sampling method via MTurk. Because this study has a limited scope, the results of the study cannot be generalized to the population.

**Delimitations:**

This study examined one particular athlete as an endorser, Stephen Curry. Generalizations of this study’s results of other athletes should be made with caution.
**Definition of Terms**

The following definitions will gain a better understanding of the concepts of this study:

1. **Advertising** - “sharing of information about a specific product in the most dramatic, compelling, persuasive, and memorable fashion possible” (Harding, 1991, p. 4).

2. **Attitude** - “an individual’s internal evaluation of an object” (Mitchell & Olson, 1981, p. 318).

3. **Brand** - “a distinguishing name and/or symbol (such as a logo, trademark or package design) intended to identify the goods or services of either one seller or a group of sellers and to differentiate those goods or services from those of competitors” (Aaker, 1991, p. 7).

4. **Celebrity** - “an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed” (Friedman & Friedman, 1979, p. 63).

5. **Celebrity Endorser** - “highly dynamic with attractive and engaging personal qualities” (Atkin & Block, 1991, p. 57).

6. **Sports involvement** – “The importance or perceived interest in a sport to the sports consumers” (Hill & Green, 2000; Shank & Beasley, 1998, p. 155).

7. **Source Attractiveness Model** - “stands on the belief that one’s acceptance of a message relies on the similarity, familiarity, and liking of an endorser” (McGuire, 1985, p.267).

8. **Expertise** - “the extent to which a communicator is perceived to be a source of valid assertions” (Erdogan, Baker & Tagg, 2001, p. 40).

9. **Trustworthiness** - “the honesty, integrity, and believability of an endorser as perceived by the target audience” (Erdogan et al., 2001, p. 40); “the consumer’s confidence in the source for providing info in an objective and honest manner” (Ohanian, 1991, p. 47).
10. Communication – “Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules” (Kelvin, 2018, p. 15).

11. Persuasive communication – “Persuasive communication is one of the most widely practiced types of communication, but you may not even know you’re doing it” (Craig, 1999, p. 147).

12. Purchase Intentions - “type of judgments about how in the present context, a consumer will behave towards a particular brand” (Biehal, Gabriel, & Stephens, 1992, p. 25).
CHAPTER II
REVIEW OF LITERATURE

Advertising

The significance and origin of advertising

Today, consumers can easily access advertisements and they are naturally exposed to advertisements such as newspapers, TV video advertisements, and city-building signs (Snell, 2017). Some of these advertisements are beneficial and some are useless, but each indeed has a valid reason for the effectiveness of advertisements, and it is not possible to conduct management activities or conduct consumption activities without advertisements (Jedidi, Mela, & Gupta, 1999). Advertising has been developed along with the history of mankind as a simple sense of spreading a specific message through non-human media (McMullan & Kervin, 2012).

Concept of advertising

Today, the relationship between the purpose and the process of advertising is communication for marketing, and the relationship between them is being complemented (Erdogan & Kitchen, 1998). In other words, advertising is generally viewed as; the marketing point of view, the community point of view, the integrated point of view marketing and communication, and the extended concept (Keller, 2009).

Function of Advertising

The functions of advertising include information supply function, demand stimulation function, persuasion function, education function, and social public function (Hansen, Hansen, & Grønholt, 2002). Information supply function provides information such as the product's suitability to the market, its price is reasonable, the place to purchase, the address of the sales office, and the telephone number to the prospective customer (Kiang, Raghu, & Shang, 2000).
The demand stimulation function is to achieve educational purposes through well-planned advertising activities and to stimulate or urge customers to improve their standard of living through these courses, as well as to satisfy their desire to live better (Sethuraman & Tellis, 2002). Persuasion function is intended to inspire customers who do not have a willingness to purchase and to make customers who are hesitant to make purchasing decisions (Matheson & Zanna, 1989).

The education function is intended to help the fair exercise of the consumption function and to make wise decisions on the consumer's purchasing behavior by raising consumer awareness (Nicholls & Lee, 2006). Lastly, social public function refers to the contribution of corporate advertising to the improvement of social welfare or public welfare in response to government policies or social opinion (Nicholls & Lee, 2006).

**Celebrity Endorsement**

Many companies spend a large amount of money to align their brands and themselves with endorsers because the endorsement has been considered as one of the most broadly used methods to impact target customers’ attitudes and purchase behaviors (Lin, Chen, Wu, & Tseng, 2015). The celebrity endorser has been referred as a popular individual who has a critical public influence uses his recognition of the appearance in the advertisement to promote the brand or the product he or she represents (McCracken, 1989). The reason that markers would like to feature celebrity endorsers because their characters are closely associated with the advertised business product (Yasin & Shamim, 2013). A previous study (Lin, et al., 2015) indicated whether the advertisement endorsers can convey the product messages correctly are often determined by whether they could create a positive connection between consumers and the product or the brand they represent for. If there was a good match between an advertising endorsement and a brand,
the brand equity associated with the products will be enhanced and ultimately improve customers’ perceptions toward the brand and boost their purchase intention (Kim, Lee, & Prideaux, 2014). It is dangerous to use celebrities and athletes in advertising, but there is plenty of rewards for selling the company's products (Burton, Farrelly, & Quester, 2000).

Successful and well-known athletes are often chosen by marketers as product endorses because they believe these endorsers can positively affect consumers’ attitudes toward their brand image, advertising, and purchase intention (McCracken, 1989). For example, Michael Jordan is the highest-paid athletic endorser in history, with a net worth of $640 million. When Jordan and the Chicago Bulls claimed their first NBA title, ticket sales and merchandise sales were increased to $1.59 billion. Jordan’s jerseys were contributed to nearly a quarter of all sales revenue generated by the team from 1990 to 1999. During this time, he has also contributed to 20% of the league’s gross retail sales, and over his entire career, he generated $3.1 billion for the NBA (Fullerton, 2007).

The Jordan Brand that he created with Nike has been successful recently, the brand value increased 25-30% in 2012 and now generates more than $1.75 billion in global annual revenue. As he announced to return to basketball from his first retirement, his five main sponsors had a 2% increase in their stock price, which increased the company’s value by $1 billion (Fullerton & Merz, 2008). Because consumers are easier to recognize a high-profile endorser, and they are more likely to learn the product presented by them (Erdogan, et al, 2001). Such endorsers are seen as powerful in both attractive and trustworthiness qualities (Atkin & block, 1983), and companies arrange that these qualities are delivered to goods through marketing communication activities (Langmeyer & Walker, 1991a, 1991b; McCracken, 1989; Walker, Langmeyer, & Langmeyer, 1992). It could be said, that the main reason for the utilization of such an endorser is
to give social meaning to an advertised product, to draw out consumer emotional behavior towards the product, and to maximize the spotlight effect (Dyer, 2008). Models are utilized to increase the persuasiveness of the advertisement, change the consumer behavior and attitude toward a product or brand (Mitchell & Olson, 2000). This is because the companies expect to import the image and the mood of the model to that of the consumer feeling (Javalgi, Khare, Gross, & Scherer, 2005). For instance, athletes are more likely to be endorsed by sports-related products such as energy drinks, energy bars, athletic apparel, and equipment compared to other non-athletes because it is more effective and more related to the customers (Fullerton & Merz, 2008). Therefore, it is important when choosing a spokesperson to contemplate prudently the balance of the celebrity and the brand (Fullerton, 2007).

The Role and Characteristics of Advertisement Models

To explain in detail the role of the advertising model, the model — the messenger, within the limited scope, time, space, vision, hearing, etc., maximizes the internal value of the advertised product by psychologically associating and grafting the product to the model, and persuade the receiver of the message to easily select the advertised product by providing socially, and economically favorable information (Anderson & Renault, 2006). It is often used by non-sports-related products to select an athlete in their advertisements (Fullerton, 2007). McCracken (1989) also asserted that particular person advertising has been identified as an ever-present feature of contemporary marketing strategy. Moreover, well-known individuals can better deliver celebrities’ images to the customer in their advertising products (Hansen, 2008).

Celebrities possess unique characteristics because a large part of a certain group of people believes they are attractive and trustworthy (Silvera & Austad, 2004). Sports stars, among these celebrities, are often been chosen by companies for endorsing not only sport-related
products but also non-sport products (Fullerton, 2007). For instance, Watches chose Elin Manning as their representatives, Gittlette endorses both Tiger Woods and Roger Federer, and Canon partners with Maria Sharapova is an endorser for canon (Fullerton, 2007). The pervasiveness of athlete endorsement in sport marketing creates the opportunity for scholars to investigate the impact of celebrity endorsements and the effectiveness of this type of advertising strategy on consumer behaviors (Klaus & Bailey, 2008).

While reviewing previous literature, three reasons could explain this phenomenon. First, athletes, unlike entertainment celebrities who are known in their fictional spaces, exist in a real-life competition called sports, which enable them to provide trust to the message receivers (Yoon, & Choi, 2005). Second, athletes’ continuous coverage by media is giving a chance that the representative product could maximize their media exposure (Yoon, & Choi). Third, in most of the situation, athletes are not just experts in their sports, they have often been portrayed as role models for teenagers by mass media which make businesses are willing to utilize athletes’ marketability to increase the awareness of their products (Haider, 2014; Yoon & Choi). Thus, using famous athletes could not only maximize the effect of an advertisement, but also can enhance consumers’ favorable impressions, intimacy, reliability, and attractiveness toward the products and services provided by the advertisers (Adrian, 2011).

Categorization and definition of characteristics of advertisement models showed slight variation in each of the studies conducted, however, in general, the characteristics of advertisement models are categorized and studied in three dimensions: trustworthiness, expertise, and attractiveness (Jin & Cho, 2001; Yoon & Choi, 2005). First, trustworthiness is defined as the belief of trust provided by the advertising model (Kharouf, Lund, & Sekhon, 2014). The receivers of the advertisement prefer to obtaining a trustworthy source of the argument rather
than a less trustworthy source, the reliability plays a critical role in influencing customers’
decision marketing process. (Kharouf, Lund, & Sekhon, 2014). Second, expertise indicates the
level of the receivers’ awareness of the advertising models’ intellectual ability to deliver a valid
argument (Alba & Hutchinson, 1987). As the customers face challenges and difficulty, they will
expect these “experts” to help them solve a problem or provide an explanation (Kempf, & Smith,
1998). Third, attractiveness is the attitude of the advertisement receivers towards the informer,
and it is can be categorized into two types - physical and psychological attractiveness (Patzer,
1983; Ohanian, 1990; Till & Busler, 2000; Boyd & Shank, 2004; Okazaki, Katsukura, &
Nishiyama, 2007). When all other attributes are similar, advertising higher physical
attractiveness will have a greater appeal and persuasion to message receivers and can enhance
consumers’ positive attitudes

The Celebrity Athlete

Sport marketing is one of the largest and fastest-growing industries in the country today
(Burden & Li, 2009). The majority of the advertising agencies have already expanded their
services to sport sponsorship and athlete endorsement (Stevens & Rosenberger, 2012). Celebrity
athlete endorsement has been an issue of great interest to many companies (Bush, Martin, &
Bush, 2004). Some of the most well-known advertising endorsements today are sports celebrities
such as Rory McIlroy, Stephen curry, Lebron James, and Mia Hamm, just to name a few (Sichol,
2019). Historically, there have been several theoretical explanations for the widespread use of
celebrity spokespeople (Bush, Martin, & Bush, 2004). Friedman and Friedman (1979) suggested
that celebrity endorsers can boost value to the endorsed goods due to a combination of the
physical attractiveness and status of the athlete. Meanwhile, McCracken (1989) also agreed that
celebrity spokespeople can shift cultural meaning from the celebrity to the advertised product.
Endorser Credibility Based on Source-Credibility Model

Ohanian (1990) defined endorser credibility as the degree to which these endorsers are being considered as believable figures among customers (Guido, Peluso, & Moffa, 2011). Source-Credibility Model argues that the effectiveness of a message depends on the perceived level of expertise and trustworthiness in an endorser (Hovland & Weiss, 1951; Hovland, et al, 1953; Roy & Sternthal, 1977; Ohanian, 1991; Lafferty & Goldsmith, 1999), which means that information from a credible source (e.g. celebrity) can influence beliefs, opinions, attitudes, and/or behavior via a process called internalization, which occurs when receivers accept a source influence in terms of their attitude and value structures (Erdogan, 1999).

The significance of using a credible source as a celebrity endorsement in a firm’s marketing tool has been a widely studied issue in the past decade (Lafferty & Goldsmith, 1999). The advertisers considered a credible source as a point of reference for choosing a celebrity endorser (Koo, Ruihley, & Dittmore, 2012). Highly endorser credibility may be more effective in gaining attention and enhancing recall than less low endorser credibility (Sternthal, Phillips, & Dholakia, 1978). Research has indicated that highly credible endorsers also have been perceived to encourage more behavioral changes and to make more positive attitude changes toward the products than those who have less credible sources (Craig & McCann, 1978). Ohanian (1990), source credibility is “a term commonly used to imply a communicator’s positive characteristics that affect the receiver’s acceptance of message” (p. 41). Source credibility has been defined as a communicator who can disseminate positive messages and eventually will assist message receivers to accept the information (Ohanian 1990). There was rich literature in source credibility that has examined the impact of spokesperson or endorser credibility on customers’ behaviors. For instance, source credibility has been shown that it can associate with persuasion, belief, and
faith (Harmon & Coney, 1982; Moore, Danny, Douglas & Kanchana, 1988; Sternthal, et al., 1978; Wu & Shaffer, 1987) and to control the outcome of demand extremity on attitude change (Aronson, Tuner, & Carlsmith, 1963; Bergin, 1962; Bochner & Insko, 1966; Goldberg & Jon, 1990). Besides, in the source-credibility model, individuals tend to be persuaded when they perceive the source of information as credible sources (Hovland et al., 1953; Ohanian, 1991; Petty & Cacioppo, 1986).

Persuasion for an individual can change based on how much credibility, and awareness an individual has for the advertising model (Petty & Cacioppo, 1986). Ohanian (1990) introduced a model of source credibility using factors of perceived attractiveness, trustworthiness, and expertise as the principal attributes in defining a spokesperson’s source credibility. Studies have provided that in advertisement a less credible source is more ineffective than a highly credible source in attracting attention and increasing memory (Sternthal et al., 1978). Highly credible celebrity spokespersons also have been discovered to generate more positive attitude changes toward the position supporting and to entice more behavioral changes than have less credible sources (Craig & McCann, 1978). These studies also indicate that a credible celebrity endorser is more likely to make positive impacts on consumer behaviors compared to a less credible endorser (Goldber & Jon, 1990; Siemens, Smith, Fisher, & Jensen, 2008). In this model, the construct of endorser credibility has been adopted from source-credibility (Hovland & Weiss, 1951) and source-attractiveness models (McGuire, 1985). For source-credibility, it is often categorized into two dimensions: Trustworthiness and Expertise of the source (Hovland et al., 1953). To examine the source attractiveness model, the familiarity, likability, and similarity of the endorser to the source are the most important elements (McCracken 1989; McGuire, 1985).
Table 1

**Source Credibility Scale (Ohanion, 1990)**

<table>
<thead>
<tr>
<th>Attractiveness</th>
<th>Trustworthiness</th>
<th>Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive-Unattractive</td>
<td>Trustworthy-Untrustworthy</td>
<td>Expert-Not Expert</td>
</tr>
<tr>
<td>Classy-Not Classy</td>
<td>Dependable-Undependable</td>
<td>Experience-Inexperienced</td>
</tr>
<tr>
<td>Beautiful-Ugly</td>
<td>Honest-Dishonest</td>
<td>Knowledgeable-Unknowledgeable</td>
</tr>
<tr>
<td>Elegant-Plain</td>
<td>Reliable-Unreliable</td>
<td>Qualified-Unqualified</td>
</tr>
<tr>
<td>Sexy-Not Sexy</td>
<td>Sincere-Insincere</td>
<td>Skilled-Unskilled</td>
</tr>
</tbody>
</table>


**Attractiveness**

Attractiveness refers to the favorable disposition toward the source based on the source’s physical appearance and behavior (Erdogan, 1999; Ohanian, 1990). Attractiveness consists of two types—physical and psychological attractiveness. Psychological attractiveness is also known as Charisma (Berscheid & Walster, 1974). Physical attractiveness, on the other hand, is perceived as familiarity, likability, and similarity of the source to the receiver (Yoon, Kim, & Kim, 1998). Research has shown that attractive people are more successful in persuading consumers to purchase products than their unattractive counterparts (Kamins, 1990; Till & Busler, 1998; Ohanian, 1991; Baker & Churchill, 1977; Petroshius & Crocker, 1989; Horai, Naccari, & Fatoullah, 1974; Mills & Aronson, 1965; Mills & Harvey, 1972; Snyder & Rothbart, 1971). Joseph (1982) showed the attractiveness of advertisers lead to a positive image and a positive assessment of products and brands with which they were related. In another study, Shuart (2007) noted that the physical attractiveness of the endorsers could enhance the spokesperson’s credibility and also have a positive impact on customers’ attitudes toward advertising. After examining the relationship among physical attractiveness, likeability, and
involvement toward the products endorsed by the celebrity, Kahle and Homer (1985) revealed that consumers formed more favorable attitudes toward the advertisement and the product when advertisers utilized likable and attractive celebrities in their commercials. Source attractiveness provided in the advertisements could result in the increase of direct consumption, enhance media exposure, and eventually increase the value of sports products (Braunstein-Minkove, Zhang, & Trail 2011).

**Trustworthiness**

Trustworthiness refers to the consumer’s confidence or belief concerning the communicator who carries the messages objectively and honestly for the advertisement (Ohanian, 1991). For example, when a communicator is perceived to be highly trustworthy, a message disseminate from that individual is more powerful to change customers’ attitudes, rather than those communicators who have low source trustworthiness (Ohanian, 1990: Stevens, Lathrop, & Bradish, 2003). Giffin (1967) reviewed an experiment to evaluate the factors that affect information messengers’ persuasiveness by controlling the level of expertise of the source of the information, and truthfulness.

The results indicate that when the level of expertise and truthfulness is perceived high, it triggers attitude changes in behavior (Anderson & Berdahl, 2002). Hence, a trustworthy messenger is persuasive whether the messenger is a specialist or a non-specialist. (Newell & Goldsmith, 2001). Miller and Baseheart (1969) found that effective attitude changes by the consumers occurred when the highly trustworthy communicator delivered an objective and honest message. This image of trustworthiness, however, can be seen as a perceived nature of the informer by the listener rather than the actual nature of the informer (Levin, Whitener, & Cross, 2006). McGinnies and Ward (1980) examined the source expertise and trustworthiness to
evaluate the effect of persuasiveness by the messengers. According to their study, the trustworthiness of the communicator and persuasiveness were positively correlated as well as consumers’ perceived trustworthiness was positively correlated to the consumers’ review of the product (McGinnies & Ward, 1980). In addition, Yoon et al., (1998) found that expertise, trustworthiness, and attractiveness could be significant predictors for purchase intention, their attitude toward the advertisement, as well as their attitude toward the brand as they explored the consumer behaviors among American and Korean customers. In summary, the trustworthiness of the communicator, a celebrity, is an important factor in persuading consumers to change behavior and attitude research (Ohanian, 1991).

**Expertise**

Expertise refers to the communicator has sufficient knowledge and ability to disseminate a message that could persuade customers (Hovland, et al., 1953). It also refers to the level of perception of the receivers that the communicator can give correct answers to the issues and provide accurate judgment on the issues (Ohanian, 1990). Namely, it can be said that expertise does not indicate the innate nature of the communicator but rather a perceived nature of the receivers (Ohanian, 1990).

Generally, expertise is often alluded to as authoritativeness (McCroskey 1966), competence (Whitehead, 1968), expertness (Applbaum & Anatol 1972), or qualification (Berlo et al., 1969). When the receiver perceives that the communicator has greater expertise on the subject, it is effective against changing the behaviors, and attitudes (Sertoglu, Catl, & Korkmaz, 2014). In Woodside and Davenport’s study (1974), for instance, investigated students who were exposed to high expertise information sources had a greater tendency to agree to the contents of the advertisement than the students who were exposed to a low expertise information source.
Previous research that examined source expertise in persuasive communication commonly indicates that the perceived expertise of the source has a positive effect on attitude change (Horai et al., 1974; Maddux & Rogers 1980; Mills & John 1972). Unlike the persuasive effects of attractiveness, persuasive effects of expertise rely on the supportive claim (Crisci & Kassinove 1973). This means, unlike the perception of attractiveness which relies on the advertising model’s innate nature, the level of perception of expertise changes based on various installations of the advertisement (Deighton, Henderson, & Neslin, 1994).

Expertise is especially influenced by the description of the advertising model. It can be seen that expertise, along with these descriptions and other various expressions, influence the consumers’ perceptions (Barnett 2005). Finally, in the marketing context, an expert assistant persuaded a significantly higher number of consumers to purchase a product than did the non-expert assistant (Woodside & Davenport, 1974). Athletic expertise was found to be fundamental for star familiarity, which means when customers are more familiar with an athlete, they are more likely to believe that athlete is a credible source (Lee & Koo, 2015).

**Elaboration Likelihood Model: ELM**

In order to understand how consumers respond to stimuli differently and eventually change their attitudes and behaviors toward the stimuli (e.g., advertising messages), Petty and Cacioppo (1983) identified a conceptual model: The Elaboration Likelihood Model (ELM). Elaboration refers to the amount of effort that the audience needs to utilize in the decision-making process including process and evaluate the situation, remember the message, and then determine whether is to accept or reject it. The ELM consists of two methods of information processing- the central route and the peripheral route. The central route is a process that message
receivers are able to actively process the information and it often contains in-depth processing of
the information (Petty & Cacioppo, 1983).

The ELM postulates that when the stimuli are provided to the audience, the central route
is needed which means that receivers carefully examine and consider the content of the
informational factors (Petty & Cacioppo, 1983). On the other hand, the peripheral route is
relying on simple inferences (information-irrelevant factors), such as the merits of the message
content or source characteristics (Petty & Cacioppo, 1986a). Since cognitive necessity (Cacioppo
& Petty 1982; Tam & Ho, 2005) and participation (Petty & Cacioppo, 1983) are expressed as
variables of individuals’ characteristics and circumstances, most studies on the ELM used the
baseline before applying the cues, with the handling after applying the cues (Kwon & Chung,
2010). When people have received a lot of information, they intend to avoid extra effort and rely
on the peripheral indicators to choose information (Stubblefield, 1997). In some situations,
people will find some ways to reduce a large amount of information and then select the
information that they want (Fiske & Taylor, 1991). In other words, while evaluating advertising
products, consumers do not actively process all information content of advertisements and it is
the formation and transformation of product attitude through the attractiveness of the advertising
model, which can be considered as a clue to secondary persuasion, or through an emotional
reaction to advertisements (Petty et al., 1983). Therefore, rather than arguing with the message,
the attractiveness of the advertising model is used to attract attention, forming an attitude, and
the effect of the advertising model is large in the situation where consumers’ information
processing motives and abilities are insufficient (Zhang, Cheung, & Lee, 2014).
Figure 1. “Elaboration Likelihood Model: ELM” (Petty & Cacioppo, 1986).

Sports Involvement and Its Impacts on Consumer Behaviors

Researchers have found that the effectiveness of an advertisement is linked to consumer attitude toward advertising (Chen & Wells, 1999). Researchers (Ko, Cho, & Roberts 2005; Lee, Byon, Ammon, & Park, 2016; Mackenzie et al., 1986) have indicated that customers’ attitudes, which refers to their emotional reactions generated by serval precursors include information,
entertainment, and content, is significant factors that might impact the relationships between customers’ recognition and their behaviors. Understanding the sports involvement, such as the level of their knowledge in certain sports, could be an important process to provide key information to the sports marketer concerning whether a match between the advised products their potential customers (McCracken, 1989).

According to Shank and Beasley (1998), a consumer’s sports involvement is defined as the observed interest in and personal importance of sports to a particular individual. In other words, sports involvement could be referred to as a deep and personal association with sports (Gwinner & Swanson, 2003). The previous study examined the concept of sport involvement to measure the effectiveness of branding process and consumer behavior in the sports contexts, such as purchasing sponsored products and consumer’s attitudes toward the advertisement (Lee & Koo, 2015). The consumer’s involvement offers a critical interpretation of social behavior (e.g., purchasing products), as evidenced in the loyalty of the sports teams and star players by fans (Meenaghan, 1995). Sports involvement posits in the decision-making process of how individuals evaluate the importance of the sports activities that they participate in regarding what sports products they decide to consume (Belch & Belch, 2013). Shank and Beasley (1998) developed a Sports Involvement Scale (SIS) that consists of cognitive and affective dimensions of sports involvement. These two dimensions were evaluated relative to viewing sport on television, reading about sport in magazines and newspapers, attending sporting events, and participating in sports activities (Ko, Kim, Claussen, & Kim, 2008).

As one of the three main dimensions that influences customers’ intention to purchase a sports product provided by sponsors, sports involvement is a critical indicator for predicting customers’ behaviors (Shank & Beasley, 1998; Bachleda, Fakhar, & Elouazzani, 2016). Shank
and Beasley (1998) indicated that sports fans with higher sports involvement spent more time on sports media programs, obtaining information about sports, and attending more games than fans with a lower level of sports involvement. In addition, highly involved sports fans are more likely to have positive attitudes toward sports advertisements (Düsenberg, de Almeida, & de Amorim, 2016) as well as have greater intentions to purchase sponsored products (Dees, Bennett & Villegas, 2008). Shuart (2007) also found that sports customers with higher involvement with sports were tended to purchase athlete endorsed products. Thus, examining the level of sports involvement by the consumers is critical to understand the impact of the source credibility of the sports celebrities on the purchase intention by the consumers. (Ko et al, 2008).

Table 2

*Sports Involvement Inventory Items (Shank, M. D., & Beasley, F. M. 1998)*

<table>
<thead>
<tr>
<th>To me, sports are</th>
<th>Boring</th>
<th>Interesting</th>
<th>valuable</th>
<th>Appealing</th>
<th>Useless</th>
<th>Not needed</th>
<th>Irrelevant</th>
<th>Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Boring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Interesting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. valuable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Appealing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Useless</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Not needed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Irrelevant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Important</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Consumers’ attitudes toward advertising**

For a long time, a major interest of the marketing scholars has been to realize and detect the effect of advertising on consumers’ attitudes toward the promoted products or brands (Raluca, & Ioan, 2010). Research has shown that attitude towards the advertisement, attitude towards the brand, and purchase intention are the primary variables while investigating the effectiveness of advertising (Heath & Gaeth, 1994; Kalwani & Silk, 1982; MacKenzie & Lutz, 1989). Consumers’ attitudes toward advertising mean the tendency of viewers to react favorably
or unfavorably to stimulation in a specific advertisement exposure condition (MacKenzie, Lutz, & Belch, 1986). Their attitudes toward advertising are not just about their emotions to the brand name of the product showed in the advertisement, and it also includes their attitude toward the advertisement itself. Researchers (e.g. Chen & Wells, 1999) have found that the effectiveness of an advertisement is linked to consumer attitude toward advertising. The customers’ attitude toward advertising can be used to predict their perceptions toward the brand itself, and also it mediates the relationship between customers and attitude toward the brand their future purchase intention (MacKenzie et al., 1986; Mitchell & Olson, 1981). The previous related studies have also demonstrated the antecedents of attitude toward advertising, (MacKenzie et al., 1986), the roles of psychological behavior that influencing consumers attitude toward advertising (Stayman & Aaker, 1988), the impacts of advertisements on consumers’ attitude toward Internet advertisements (Schlosser, Shavitt, & Kanfer, 1999), and the cross-cultural advertising outcome (Wang & Sun, 2010). Jin and Lutz (2013) investigated in respect of the structure of attitudes toward advertising for a Super Bowl event. These findings reinforced the idea that when the content of the advertisement matches the product, the effect of the advertisement can be lasting for a long time. In this study, I will continue to explore the relationships between customers’ attitudes toward the advertisement that figured a celebrity and their future purchase intention.

**Purchase intention**

Consumer behaviors are determined by evaluating whether or not their needs and expectations are met that consumers utilize their psychological evaluation, ideas, or experiences before (Solomon, 1996). In marketing literature, consumer behavior was defined as their activities involved with gathering, consuming, and disposing of products and services which might contain their decision-making process that precedes and follow these actions (Engel,
Consumers’ behavioral intention is mainly measured by the consumers’ purchasing intention (Wee, Ariff, Zakuan, Tajudin, Ismail, & Ishak, 2014), but it does not refer to consumers’ intention to purchase a specific brand, nor does it refer to the actual intended act of purchasing. Purchasing conation or intent is as it is written, a level of intention that the consumers’ possess towards a specific brand (Jin & Kang, 2011). Purchase intention has been referred to as the likelihood of the customers to purchase the product in the future (Lutz, MacKenzie, & Belch, 1983). The ultimate goal of an advertisement is to pervade customers to purchase and promote a positive reaction (MacKenzie et al., 1986). Previous studies have investigated the relationship between attitude toward advertising and purchase intention. For instance, Goldsmith, Lafferty, and Newell (2000) disclosed a positive connection between the impacts of company and spokesperson credibility and consumer attitude toward advertising and purchase intention in their study. In addition, when consumers are satisfied with their product, they are more positive about disseminating the words to their friends, family, and relatives (Wang & Hsu 2010). However, Kim and Min (2016) stated that although the consumer has a very positive attitude towards a specific brand, one frequently abandons the intent to purchase. Likewise, if there is no purchasing intent that supplements the positive attitude, the actual possibility of the purchase becomes very low. Therefore, consumer behavior does not suspect the consumer to execute the act of purchasing according to their behavioral orientation and the purchase of the product only when there is the intent of purchasing. For this reason, advertising studies need to be carefully managed by sport marketers and organizations for facilitating sales from potential consumers. In the advertising studies, the purchasing intention of the consumers is one of the most researched areas based on examining multidimensional attributes including attitude toward the advertising (Chen & Chen 2010; Yoon & Uysal, 2005), and attitude toward
the brand (Chi, Yeh, & Tsai, 2011). Research has been done on the influence of consumers’ attitudes toward advertising and purchasing intentions (Lutz et al., 1983; MacKenzie, et al., 1986; Mitchell & Olson, 1981; Shimp, 1981). Numerous researchers found that there is a positive relationship between consumers’ attitudes toward advertising and purchase intention of consumers (Bhatt, Jayswal, & Patel, 2013). Purchase intention can be explained as a level of an individual’s willingness toward a given task (Ajzen, 2002). According to Haubl and Trifts (2000), a positive attitude is consumers’ purchasing intention, which means it positively affects the consumers’ behavioral tendency towards the target (Cohen, Pham, & Andrade, 2008).

**Research Question**

Would the source credibility and the level of involvement influence purchase intentions on both golf apparel and golf equipment product?

To examine and interpret the influence of the source credibility, involvements, and attitude toward the celebrity on purchase intention, the current study adopted the elaboration likelihood model. Businesses that directly utilize human brands, celebrities, as product brands or patrons of products try to attract consumer focus to the brand and increase the appeal (Bonney, 2014). Renton, (2009)’s study reported that athlete’s characteristics, reliability, expertise, and attractiveness have a positive effect on the advertisement and product attitude. According to Chi et al. (2011), the celebrity athlete’s characteristics, attractiveness, and reliability affected the receiver’s attitude towards the advertisement. Much research on the effect of advertisement reveals that the consumers’ attitudes toward advertising are transferred to the brand or the product, which in turn is transferred once again to purchasing intention. Klaus and Bailey (2008) indicated that the consumers’ attitudes toward advertising influence the attitude towards the product, and the purchasing intention.
Besides, Lee et al. (2016) found that regardless of the information medium, consumers’ attitudes toward advertising or the product affect the business image, and purchasing intention. Innate characteristics of celebrity images may create a synergy effect as it fuses with corresponding advertisements, and induce favorable consumer reaction and product purchase if, and when the celebrity’s innate image characteristics match the business product. Amos et al. (2008) stated that famous advertising models such as athletes affect consumers’ purchasing intent, and attitude towards the brand while Kaushal and Kumar (2016) also found that athlete advertising model’s characteristic, reliability; expertise affects the future advertisement receivers’ product purchasing intent the most (Koo et al., 2012). Düsenberg et al. (2016) found that the relationship between a sports celebrity’s endorsement and purchase intention. Also, the moderating effects of gender and sports-involvement were empirically supported, but only partially. Sato, Ko, Park, and Tao (2015) found that favorable purchase intentions were more likely to occur when consumers held a positive image of the sponsoring companies and had a high level of sports involvement; and that consumers' sports involvement positively influenced sponsor awareness, corporate image, and purchase intention. According to Lee and Koo (2015), the interaction effects existed between athlete endorser-product congruence and endorser credibility on three specific consumer responses. The research further examined and identified the indirect path from the attitude toward the advertisement and purchase intention, mediated by attitude toward the brand. Koo et al. (2012) identified differences in the elements of source credibility based on an athlete endorser’s on-field performance, while the decomposition of the effects revealed the positive relationship between perceived on-field performance and source credibility. Therefore, per the theories and preceding researches related to the source credibility
and related attributes with the consideration of ELM on the purchase intentions, the following research hypotheses are set.

**Hypothesis Development**

The literature review led to the following hypothesis:

A. Study 1: Golf Apparel

*Hypothesis 1a:* Athlete advertising endorser’s attractiveness would be associated with purchase intentions.

*Hypothesis 1b:* Athlete advertising endorser’s trustworthiness would be associated with purchase intentions.

*Hypothesis 1c:* Athlete advertising endorser’s expertise would be associated with purchase intentions.

*Hypothesis 2a:* Attitude toward the advertisement would be associated with purchase intentions.

*Hypothesis 2b:* Attitude toward the celebrity would be associated with purchase intentions.

*Hypothesis 3a:* The level of involvement in golf would be associated with purchase intentions.

*Hypothesis 3b:* The level of involvement in basketball would be associated with purchase intentions.

B. Study 2: Golf Equipment - Driver

*Hypothesis 4a:* Athlete advertising endorser’s attractiveness would be associated with purchase intentions.

*Hypothesis 4b:* Athlete advertising endorser’s trustworthiness would be associated with purchase intentions.

*Hypothesis 4c:* Athlete advertising endorser’s expertise would be associated with purchase intentions.
Hypothesis 5a: Attitude toward the advertisement would be associated with purchase intentions.

Hypothesis 5b: Attitude toward the celebrity would be associated with purchase intentions.

Hypothesis 6a: The level of involvement in golf would be associated with purchase intentions.

Hypothesis 6b: The level of involvement in basketball would be associated with purchase intentions.

Research model

To address the main purpose of the study, a conceptual model was developed. The model posits that the source credibility factors (i.e., Trustworthiness, Expertise, and Attractiveness) would have a direct effect on purchase intention. Also, the model posits that the sport involvement (e.g., golf, basketball) and attitudes toward advertisement and celebrity would have direct effects on purchase intention. Lastly, the model posits that there would be a difference in purchase intention by the golf product attributes.

Figure 2. The Theoretical Framework of Study.
CHAPTER III

METHOD

The Focus of the Study

The main purpose of this study is to investigate the effect of endorser credibility on purchase intention based on golf products’ attributes with a mediated effect of sports involvement.

Research Design

This study utilizes a quantitative research method (i.e., multiple regression analyses) with a quasi-experimental design. The current study selected Stephen Curry as a celebrity endorser who is a world-renowned basketball player playing in NBA but not associated with any golf advertisements to control for the bias may occur from existing golf-related endorsement. As a quasi-experimental study, two hypothetical advertisements (golf apparel and golf equipment) were created utilizing a popular sports endorser to create the variation of fits by products, source credibility, and level of involvement to increase the external validity.

For the golf equipment advertisement with a driver, Callaway Mavrik, was used while the golf apparel advertisement featured five different types of Under Armour polo shirts. Both advertisements were presented to two separate groups of participants without any specific information on the selected products so that the current study could avoid any confounding effects from the product information. The purpose of this study is to can explore the impact of the source credibility on the purchase intention with the mediated effect of sport involvement.

Participants

To investigate the effect of endorser credibility on purchase intention using the elaboration likelihood model perspective, two sets of surveys such as golf apparel advertisement
and golf equipment advertisement were collected through the Amazon Mechanical Turk (MTurk) among adult consumers who are 18 years old or older in the U.S. Using the convenient sample method, random users of MTurk were invited to respond to two separate surveys to garner critical information about the impact of the endorser credibility on consumption behavior. The utilization of MTurk has become popular for conducting online research. In addition, MTurk not only is a cost effective tool to collect data but also has a large and diverse participants in its pool (Paolacci & Chandler, 2014). To compare two different groups of participants based on the advertisements, the current study collected a minimum of 400 respondents randomly per each study.

**Sample Profile**

Data were collected from MTurk, Amazon's crowdsourced Internet marketplace of workers with two different advertisements (i.e., Golf Apparel and Golf Equipment). Survey participants were compensated with 25 cents per survey. The use of crowdsourcing platforms such as Amazon’s Mechanical Turk (MTurk) for data collection in the behavioral sciences has increased substantially in the past several years due in large part to (a) the ability to recruit large samples, (b) the inexpensiveness of data collection, (c) the speed of data collection, and (d) evidence that the data collected are, for the most part, of equal or better quality to that collected in undergraduate research pools (Miller, et al., 2017). Initially, 837 samples were collected for two studies (414 surveys were collected for Golf Apparel and 423 surveys were collected for Golf Equipment study). The average time for completion of the survey was 6 minutes. During the descriptive analysis process, a total of 39 inappropriate surveys were eliminated from the sample based on the evaluation of outliers. After the data screening process, a total of 798 samples were used for analysis. Degraded surveys were surveys completed under a minute and
showing signs of straight-lining. Finally, for Study 1 (Golf Apparel study), 401 samples were used, and for Study 2 (Golf Equipment Study), 397 samples were used for the analysis.

Of the respondents surveyed for the apparel study, 48.6 % of the subjects were Caucasians followed by 23.4% of Asian/Pacific Islanders while the golf equipment study showed 40.3 % of the subjects were Caucasians followed by 26.7% of Asian/Pacific Islander. Respondents from the golf apparel study consisted of 32.7% of $40,000-$59,999 household income followed by $20,000-$39,999 (23.7%). In the golf equipment study, respondents indicated $40,000-$59,999 (25.9%) and $20,000-$39,999 (25.4%) followed by $60,000-$79,999 (20.4%). The sample for the golf apparel study consisted of 58.6% male and 41.4% female while the golf equipment study consisted of 67.5% male and 32.5% female. See Table 3 for the gender breakdowns for both samples. In the apparel study, ages were ranging from 20 to 69 years old with the average age of 42.55 years old while the golf equipment study indicated ages ranging from 18 to 72 years old with the average age of 43.67 years old.

In sum, the most of respondents in both studies indicated the mid to low-class household income level. See Table 3 for household income breakdowns for both samples. An overwhelming majority of respondents in the apparel study were college graduates (82.0%) and 6.5% had an advanced degree. Similarly, 76.3% of respondents were college graduates followed by the advanced degree (7.8%). See Table 3 for the highest level of education breakdowns for both samples.
Table 3

**Sociodemographic Characteristics (N = 798)**

<table>
<thead>
<tr>
<th></th>
<th>Apparel (Study 1)</th>
<th>Driver (Study 2)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N = 401</td>
<td>N = 397</td>
</tr>
<tr>
<td></td>
<td>n</td>
<td>%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>235</td>
<td>58.6</td>
</tr>
<tr>
<td>Female</td>
<td>166</td>
<td>41.4</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-20</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>21-30</td>
<td>183</td>
<td>45.6</td>
</tr>
<tr>
<td>31-40</td>
<td>109</td>
<td>27.2</td>
</tr>
<tr>
<td>41-50</td>
<td>59</td>
<td>14.7</td>
</tr>
<tr>
<td>51-60</td>
<td>32</td>
<td>8.0</td>
</tr>
<tr>
<td>61 or older</td>
<td>17</td>
<td>4.2</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td>195</td>
<td>48.6</td>
</tr>
<tr>
<td>African American</td>
<td>36</td>
<td>9</td>
</tr>
<tr>
<td>Hispanic</td>
<td>33</td>
<td>8.2</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>94</td>
<td>23.4</td>
</tr>
<tr>
<td>American Indian</td>
<td>33</td>
<td>8.2</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>Other</td>
<td>9</td>
<td>2.2</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below $20,000</td>
<td>63</td>
<td>15.7</td>
</tr>
<tr>
<td>$20,000-$39,999</td>
<td>95</td>
<td>23.7</td>
</tr>
<tr>
<td>$40,000-$59,999</td>
<td>131</td>
<td>32.7</td>
</tr>
<tr>
<td>$60,000-$79,999</td>
<td>59</td>
<td>14.7</td>
</tr>
<tr>
<td>$80,000-$99,999</td>
<td>41</td>
<td>10.2</td>
</tr>
<tr>
<td>$100,000 or above</td>
<td>12</td>
<td>3</td>
</tr>
</tbody>
</table>

(Continued...)
Table 3 (Continued)

<table>
<thead>
<tr>
<th></th>
<th>Apparel (Study 1)</th>
<th>Driver (Study 2)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$N = 401$</td>
<td>$N = 397$</td>
</tr>
<tr>
<td></td>
<td>$n$</td>
<td>$n$</td>
</tr>
<tr>
<td></td>
<td>$%$</td>
<td>$%$</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High School</td>
<td>17 4.2</td>
<td>20 5</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>23 5.7</td>
<td>21 5.3</td>
</tr>
<tr>
<td>In College</td>
<td>6 1.5</td>
<td>22 5.5</td>
</tr>
<tr>
<td>College Graduate</td>
<td>329 82</td>
<td>303 76.3</td>
</tr>
<tr>
<td>Advanced Degree</td>
<td>26 6.5</td>
<td>31 7.8</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>97 24.2</td>
<td>94 23.7</td>
</tr>
<tr>
<td>Married</td>
<td>301 75.1</td>
<td>300 75.6</td>
</tr>
<tr>
<td>Divorced</td>
<td>1 0.2</td>
<td>0 0</td>
</tr>
<tr>
<td>Separated</td>
<td>1 0.2</td>
<td>2 0.5</td>
</tr>
<tr>
<td>Widowed</td>
<td>1 0.2</td>
<td>1 0.3</td>
</tr>
</tbody>
</table>

**Data Collection Procedure**

While the survey has continued to play a major role in scholarly research, recent advances in technology have emerged new data collection methods. In particular, the crowdsourcing platform, such as Amazon’s MTurk, has increased in popularity as a means to acquire data in a variety of fields of study (Paolacci & Chandler, 2014). Before conducting the survey, an Institutional Review Board (IRB) application was submitted and received approval. After IRB approval, the two main surveys were distributed as the self-administered survey via MTurk. Participants were informed about the purpose of the study and the possible risk associated with the survey participants. Data were collected using a self-administered questionnaire through a convenient sampling method using MTurk. Multiple data collections were executed at two separate times using
MTurk to obtain a higher level of generalizability of the results. Participants were informed about the purpose of the study. Once agreed, participants were asked to sign on the consent form to start to respond to the survey that required 10 to 15 minutes to complete. By using the convenient sampling method, two separate data collections were conducted by posting two separate surveys on MTurk without assigning the respondent manually. Random participants were required to watching either (1) golf apparel or (2) golf driver advertisements that featured Stephen Curry to examine the relationships between the celebrity credibility of Stephen Curry, advertisement, the level of involvement in both golf and basketball, and purchase intention.

**Measures**

**Source Credibility**

To measure users’ perception of source credibility, participants were asked to rate the credibility of the endorser using a seven-point, semantic differential scale. A scale created by Ohanian (1990) to measure celebrity endorsers’ perceived attractiveness, trustworthiness, and expertise was adopted in this study. Five items were anchored by “attractive/unattractive,” “classy/not classy,” “beautiful/ugly,” “elegant/plain,” and “sexy/not sexy” to measure attractiveness; five items with endpoints of “sincere/insincere,” “reliable/unreliable,” dependable/unpendable,” “honest/dishonestand,” and “trustworthy/untrustworthy” assessed trustworthiness; and five items with anchors of “expert/, not an expert,” “experienced/inexperienced,” “knowledgeable/unknowledgeable,” “qualified/unqualified,” and “skilled/ unskilled” were used to measure expertise. Each adjective pair was rated on a 7-point scale. Overall the scale was found to be reliable (α=.86) (Ohanian, 1990).
Sport Involvement Scale (SIS)

To measure the consumer’s level of sports involvement in both basketball and golf, the sport involvement scale (SIS) by Shank and Beasley (1998) was adapted. SIS was designed in measuring both cognitive and affective dimensions of sports involvement. Each group completed eight SIS semantic differential scales. These 7-point scales were anchored by pairs of opposite adjectives with the following endpoints: such as “To me watching golf is” (1) boring and exciting, (2) interesting and uninteresting, (3) valuable and worthless, (4) appealing and unappealing, (5) useful and useless, (6) not needed and needed, (7) irrelevant and relevant, and (8) important and unimportant. Measures were scored by reverse-scoring the negatively worded items. To measure the involvement in basketball, the question is “To me watching basketball is…”. In terms of measuring the involvement in golf, the word “golf” was used. Shank and Beasley (1988) indicated SIS showed a satisfactory level of reliability, with a Cronbach’s alpha greater than .93.

Consumer Attitudes toward Advertising

To examine consumer attitudes toward advertising, three items were adopted from McDaniel and Kinney (1996) for the current study. The answers to these items were given on a seven-point, semantic differential scale which was anchored by “good/bad,” “favorable/unfavorable,” and “like/dislike”. The scale was found to be reliable (α=.82) (McDaniel & Kinney 1996).

Purchase Intention (PI)

To measure participants’ purchase intention, four items from Grewal, Krishnan, Baker, and Borin (1998) were adopted. These items were conducted on a 7-point Likert-type scale ranging from 1 = extremely unlikely to 7 = extremely likely. Items included: (1) Willing to buy, (2)
Feel positive about making the purchase, (3) Want to buy, (4) Want to consider purchasing.

According to a previous study, PI showed a satisfactory level of reliability, with a Cronbach’s alpha greater than .92 (Grewal, et al., 1998).

**Demographic background**

The online survey concluded with demographic items to assist researchers to measure the participants of the current study. The final section of the questionnaires contained the appropriate gender, race, age, the highest level of education, household income, and marital status.

**Data Analysis**

After the data collection through MTurk, data were analyzed through systematic statistical analyses. First, the descriptive statistics were computed, including means, standard deviations, ranges, skewness, kurtosis, and correlations for continuous variables and frequencies for nominal and ordinal data. Furthermore, the current study conducted the multiple regression analyses as “multiple regression is a general and flexible statistical method for analyzing associations between two or more independent variables and a single dependent variable” (Salkind, 2010). “As a general statistical technique, multiple regression can be employed to predict values of a particular variable based on knowledge of its association with known values of other variables, and it can be used to test scientific hypotheses about whether and to what extent certain independent variables explain variation in a dependent variable of interest” (Salkind, 2010). Therefore, a series of multiple regression analyses were performed to examine the research hypotheses to explore the involute aspects of impact of independent variables such as source credibility, attitude toward the advertisement and celebrity, and sports involvement in golf and basketball toward the dependent variable, purchase intention of either golf apparel (Study 1) and golf driver (Study 2). Data were analyzed via SPSS Ver. 26.
CHAPTER IV
RESULTS

Study 1: Golf Apparel

The purpose of study 1 was to examine the impact of Endorser Credibility Factors (Attractiveness, Trustworthiness, and Expertise), Attitude toward Advertisement, Attitude toward the Celebrity, Golf Involvement, and Basketball Involvement on Apparel Purchase Intention.

Table 4
Correlations Matrix (Study 1)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Apparel Purchase Intention</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Attractiveness</td>
<td>.70**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Trustworthiness</td>
<td>.73**</td>
<td>.85**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Expertise</td>
<td>.67**</td>
<td>.81**</td>
<td>.88**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Golf Involvement</td>
<td>.73**</td>
<td>.82**</td>
<td>.84**</td>
<td>.82**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Attitude toward Advertisement</td>
<td>.74**</td>
<td>.82**</td>
<td>.84**</td>
<td>.82**</td>
<td>.84**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Attitude toward the Celebrity</td>
<td>.68**</td>
<td>.77**</td>
<td>.80**</td>
<td>.78**</td>
<td>.78**</td>
<td>.78**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>8. Basketball Involvement</td>
<td>.70**</td>
<td>.76**</td>
<td>.81**</td>
<td>.82**</td>
<td>.85**</td>
<td>.82**</td>
<td>.74**</td>
<td>1</td>
</tr>
</tbody>
</table>

**p < .001* p < .01

A Pearson product-moment correlation coefficient was computed to assess the relationships among apparel purchase intention, attractiveness, trustworthiness, expertise, golf involvement, attitude toward advertisement, attitude toward the celebrity, and basketball involvement (see Table 4). All variables were significantly correlated (p < .01).

Data Screening and Test of Assumptions (Study 1)

The current study evaluated the key assumptions about the data for regression analysis. The available sample of 401 participants was greater than the recommended minimum sample size multiple regression (Knochynski & Mundfrom, 2008). Knochynski and Mundfrom (2008) recommended that with seven predictor variables 280 minimum samples for good prediction
level. These ratios were deemed acceptable for the analyses used in this study considering that the reliability coefficients (Cronbach α) ranged from .71 (Purchase Intention and Attitude toward Advertisement) to .89 (Basketball Involvement) and deemed high (Bollen, 1989; Kline, 2011).

No outliers were detected and there was no evidence of non-ignorable missing data patterns from the evaluation of the pattern of missing data. When examining the scatterplots of measured variables, the relationship between all pairs of variables appeared to be reasonably linear.

The positive sign of the determinant of all input matrices indicated that severe multicollinearity or singularity was not present.

Table 5

Descriptive Statistics Study 1

<table>
<thead>
<tr>
<th>Variables</th>
<th>M</th>
<th>SD</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel Purchase Intention</td>
<td>5.87</td>
<td>.75</td>
<td>-.86</td>
<td>.30</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>5.75</td>
<td>.85</td>
<td>-.59</td>
<td>-.23</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>5.80</td>
<td>.84</td>
<td>-.59</td>
<td>-.30</td>
</tr>
<tr>
<td>Expertise</td>
<td>5.86</td>
<td>.83</td>
<td>-.67</td>
<td>-.17</td>
</tr>
<tr>
<td>Golf Involvement</td>
<td>5.83</td>
<td>.82</td>
<td>-.66</td>
<td>-.23</td>
</tr>
<tr>
<td>Attitude toward Advertisement</td>
<td>5.94</td>
<td>.84</td>
<td>-.78</td>
<td>.23</td>
</tr>
<tr>
<td>Attitude toward the Celebrity</td>
<td>5.94</td>
<td>.83</td>
<td>-.90</td>
<td>.47</td>
</tr>
<tr>
<td>Basketball Involvement</td>
<td>5.82</td>
<td>.84</td>
<td>-.79</td>
<td>.56</td>
</tr>
</tbody>
</table>
Figure 3. The result of multiple regression analysis on the proposed Study 1.

**Regression Analysis**

For the multiple regression analysis, eight composite variables were created: Attractiveness (ATTRACT), Trustworthiness (TRUST), and Expertise (EXPERT), Attitude toward Advertisement (ADVERT), Attitude toward the Celebrity (CELEB), Golf Involvement (INVOL_G), Basketball Involvement (INVOL_B), and Apparel Purchase Intention (INTENT).

Multiple regression analyses were conducted to predict participants' apparel purchase intention.

When the independent variables were entered into the model the result of the regression indicated that the model explained 61.9% of the variance and that the model was a significant predictor of Purchase Intention of the apparel, $F(7,393) = 91.13, p < .001$. While TRUST ($\beta=.249, p=.003$), INVOL_G ($\beta=.214, p=.005$), ADVERT ($\beta=.248, p=.001$) contributed significantly to the model, ATTRACT ($\beta=.078, p=.253$), EXPERT ($\beta=-.14, p=.059$), CELEB ($\beta=.104, p=.073$), and INVOLV_B ($\beta=.088, p=.198$) did not have a statistically significant
influence on the model. The Final Predictive model was: \( \text{INTENT} = 1.448 + (0.223 \times \text{TRUST}) + (0.224 \times \text{ADVERT}) + (0.196 \times \text{INVOL}_G) \).

Table 6

*Result of Multiple Regression for Purchase Intention (Study 1)*

<table>
<thead>
<tr>
<th>Dependent</th>
<th>Independent</th>
<th>SE</th>
<th>B</th>
<th>t</th>
<th>p-value</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>purchase Intention</td>
<td>(Constant)</td>
<td>.18</td>
<td>7.92</td>
<td>&lt; .001</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golf Apparel</td>
<td>Attractiveness</td>
<td>.06</td>
<td>.07</td>
<td>1.14</td>
<td>.253</td>
<td>.21</td>
<td>4.75</td>
</tr>
<tr>
<td></td>
<td>Trustworthiness</td>
<td>.07</td>
<td>.25</td>
<td>2.97</td>
<td>.003</td>
<td>.13</td>
<td>7.24</td>
</tr>
<tr>
<td></td>
<td>Expertise</td>
<td>.06</td>
<td>-1.89</td>
<td></td>
<td></td>
<td>.17</td>
<td>5.68</td>
</tr>
<tr>
<td></td>
<td>Attitude toward Advertisement</td>
<td>.06</td>
<td>.21</td>
<td>2.84</td>
<td>.005</td>
<td>.17</td>
<td>5.82</td>
</tr>
<tr>
<td></td>
<td>Attitude toward the Celebrity</td>
<td>.06</td>
<td>.25</td>
<td>3.49</td>
<td>.001</td>
<td>.19</td>
<td>5.19</td>
</tr>
<tr>
<td></td>
<td>Golf Involvement</td>
<td>.05</td>
<td>.10</td>
<td>1.79</td>
<td>.073</td>
<td>.29</td>
<td>3.44</td>
</tr>
<tr>
<td></td>
<td>Basketball involvement</td>
<td>.06</td>
<td>.08</td>
<td>1.20</td>
<td>.198</td>
<td>.20</td>
<td>4.80</td>
</tr>
</tbody>
</table>

\( R = .787, R^2 = .619, \text{Adjusted } R^2 = .612, F = 914.128, P \leq .001 \)

**Study 2: Golf Equipment**

The purpose of study 2 was to examine the impact of Endorser Credibility Factors (Attractiveness, Trustworthiness, and Expertise), Attitude toward Advertisement, Attitude toward the Celebrity, Golf Involvement, and Basketball Involvement on Golf Equipment Purchase Intention.
Table 7

Correlations Matrix (Study 2)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Apparel Purchase Intention</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Attractiveness</td>
<td>.67**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Trustworthiness</td>
<td>.63**</td>
<td>.87**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Expertise</td>
<td>.60**</td>
<td>.84**</td>
<td>.90**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Golf Involvement</td>
<td>.60**</td>
<td>.82**</td>
<td>.84**</td>
<td>.84**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Attitude toward Advertisement</td>
<td>.62**</td>
<td>.80**</td>
<td>.84**</td>
<td>.85**</td>
<td>.87**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Attitude toward the Celebrity</td>
<td>.75**</td>
<td>.86**</td>
<td>.86**</td>
<td>.83**</td>
<td>.82**</td>
<td>.81**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>8. Basketball Involvement</td>
<td>.66**</td>
<td>.81**</td>
<td>.84**</td>
<td>.85**</td>
<td>.82**</td>
<td>.83**</td>
<td>.88**</td>
<td>1</td>
</tr>
</tbody>
</table>

* **p < .001* p < .01

A Pearson product-moment correlation coefficient was computed to assess the relationships among golf equipment purchase intention, attractiveness, trustworthiness, expertise, golf involvement, attitude toward advertisement, attitude toward the celebrity, and basketball involvement (see Table 7). All variables were significantly correlated (p < .01).

Data Screening and Test of Assumptions (Study 2)

The current study evaluated the key assumptions about the data for regression analysis. The available sample of 397 participants was greater than the recommended minimum sample size multiple regression (Knofczynski & Mundfrom, 2008). As stated in Study 1 Knofczynski and Mundfrom (2008) recommended that with seven predictor variables 280 minimum samples for good prediction level. These ratios were deemed acceptable for the analyses used in this study considering that the reliability coefficients (Cronbach α) ranged from .81 (Attractiveness) to .92 (Golf Involvement). No outliers were detected and there was no evidence of non-ignorable missing data patterns from the evaluation of the pattern of missing data. When examining the
scatterplots of measured variables, the relationship between all pairs of variables appeared to be reasonably linear.

Table 8

Descriptive Statistics Study 2

<table>
<thead>
<tr>
<th>Variables</th>
<th>M</th>
<th>SD</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel Purchase Intention</td>
<td>5.64</td>
<td>1.09</td>
<td>-1.6</td>
<td>3.78</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>5.61</td>
<td>.98</td>
<td>-.79</td>
<td>.39</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>5.66</td>
<td>.92</td>
<td>-.78</td>
<td>.94</td>
</tr>
<tr>
<td>Expertise</td>
<td>5.69</td>
<td>.95</td>
<td>-.89</td>
<td>.98</td>
</tr>
<tr>
<td>Golf Involvement</td>
<td>5.80</td>
<td>.99</td>
<td>-.94</td>
<td>.82</td>
</tr>
<tr>
<td>Attitude toward Advertisement</td>
<td>5.79</td>
<td>1.01</td>
<td>-1.10</td>
<td>1.48</td>
</tr>
<tr>
<td>Attitude toward the Celebrity</td>
<td>5.65</td>
<td>1.01</td>
<td>-.97</td>
<td>.98</td>
</tr>
<tr>
<td>Basketball Involvement</td>
<td>5.69</td>
<td>.98</td>
<td>-1.03</td>
<td>1.21</td>
</tr>
</tbody>
</table>

Figure 4. The result of multiple regression analysis of Study 2.
Regression Analysis

For the multiple regression analysis, same as study 1, eight composite variables were created: Attractiveness (ATTRACT), Trustworthiness (TRUST), and Expertise (EXPERT), Attitude toward Advertisement (ADVERT), Attitude toward the Celebrity (CELEB), Golf Involvement (INVOL_G), Basketball involvement (INVOL_B), and Golf Apparel Purchase Intention (INTENT). Multiple regression analyses were conducted to predict participants' golf equipment purchase intention.

When the independent variables were entered into the model the result of the regression indicated that the model explained 58.6% of the variance and that the model was a significant predictor of Purchase Intention of the golf equipment, $F (7,389) = 78.53, p < .001$. Different from Study 1, ATTRACT ($\beta=.187, p=.016$), CELEB ($\beta=.167, p=.032$), and INVOL_G ($\beta=.753, p<.001$) contributed significantly to the model. Interestingly, EXPERT ($\beta=-.184, p=.039$) had a negative significant contribution to the model. TRUST ($\beta=-.05, p=.591$), ADVERT ($\beta=-.129, p=.097$), and INVOLV_B ($\beta=.01, p=.897$) did not have a statistically significant influence on the model. The Final Predictive model was: $\text{INTENT} = 1.133 + (.209 * \text{ATTRACT}) + (.18 * \text{CELEB}) + (.811 * \text{INVOL_G}) + (-.211 * \text{EXPERT})$. 
Table 9

Result of Multiple Regression for Purchase Intention (Study 2)

<table>
<thead>
<tr>
<th>Dependent</th>
<th>Independent</th>
<th>SE</th>
<th>B</th>
<th>t</th>
<th>p-value</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>purchase Intention</td>
<td>(Constant)</td>
<td>.22</td>
<td>4.96</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>purchase Attractiveness</td>
<td>.08</td>
<td>.18</td>
<td>2.42</td>
<td>.016</td>
<td>.18</td>
<td>5.55</td>
</tr>
<tr>
<td>Golf Equipment</td>
<td>Intention Attractiveness</td>
<td>.08</td>
<td>.18</td>
<td>.016</td>
<td>.016</td>
<td>.18</td>
<td>5.55</td>
</tr>
<tr>
<td></td>
<td>Trustworthiness</td>
<td>.11</td>
<td>-.05</td>
<td>-.54</td>
<td>.591</td>
<td>.12</td>
<td>8.11</td>
</tr>
<tr>
<td></td>
<td>Expertise</td>
<td>.10</td>
<td>-.18</td>
<td>-2.07</td>
<td>.039</td>
<td>.13</td>
<td>7.41</td>
</tr>
<tr>
<td></td>
<td>Attitude toward Advertisement</td>
<td>.08</td>
<td>-.13</td>
<td>-1.66</td>
<td>.097</td>
<td>.17</td>
<td>5.63</td>
</tr>
<tr>
<td></td>
<td>Attitude toward the Celebrity</td>
<td>.08</td>
<td>.16</td>
<td>2.14</td>
<td>.032</td>
<td>.17</td>
<td>5.67</td>
</tr>
<tr>
<td></td>
<td>Golf Involvement</td>
<td>.09</td>
<td>.75</td>
<td>8.86</td>
<td>&lt;.001</td>
<td>.14</td>
<td>6.77</td>
</tr>
<tr>
<td></td>
<td>Basketball involvement</td>
<td>.08</td>
<td>.01</td>
<td>.12</td>
<td>.897</td>
<td>.16</td>
<td>5.99</td>
</tr>
</tbody>
</table>

*R = .765, R² = .586, Adjusted R² = .578, F = 78.526, P = .000*
CHAPTER V
DISCUSSION

Summary

The utilization of celebrity endorsements has been deemed advantageous to have a beneficial effect on product/brand image (Amos et. al., 2008). Numerous existing research revealed that popular celebrity endorsers gain more media attention, positive influence on product preference, and purchase intentions. Indeed, celebrity endorsements have helped to boost brand recognition and to generate selling products as well as improve brand images (Lee, Kim, & Kim, 2014). Pringle (2004), for instance, identified that celebrity endorsements yielded 27 times higher return on investment than their expense.

The use of sports stars in advertisements has been targeted by launching new products and promoting current products. To assess the importance and effectiveness of the utilization of sports stars on consumption behavior, this phenomenon had to be explored by using athletes as promotional models to advertise various products. Previous studies using popular athletes as advertising models in advertisements reveal the following common factors (i.e., Attractiveness, Expertise, and Trustworthiness) as critical factors to understand the effectiveness of advertisements (e.g., Erdogan, 1999; Erdogan, Baker, & Tagg, 2001; Hovland, Janis, & Kelley, 1953; Hovland & Weiss, 1951; Langmeyer & Walker, 1991a; 1991b; McCracken, 1989; McGuire, 1985; Shimp, 1979; Smith, 1973; Stevens, Lathrop, & Bradish, 2003). Many advertising planners and ad marketers have spent significant amounts on player endorsements because they benefit from using star athletes for product or brand advertising (Ferle & Choi, 2005). Previously, the advertising effectiveness of athletes was investigated only in terms of attractiveness and professionalism (e.g. Boyd & Shank, 2004; Fink, Cunningham, & Kensicki,
This study focuses on analyzing how celebrity endorsers work for persuading target consumers to create, change, or reinforce attitudes in purchasing golf products through the cognitive response model (specifically the Elaboration Likelihood Model). According to the Elaboration Likelihood Model (ELM) that is applied as a theoretical frame to interpret the consumers’ responses in this study, the rational information processing process occurs through the central path in high involvement products, whereas in low involvement products, information processing occurs through the surrounding paths where emotional judgments act rather than reason. In the development phase of the current study, the researcher intended to analyze the data using confirmatory factor analysis and structural equation modeling to explore the moderated impact of the level of involvement in both basketball and golf and attitude toward celebrity and advertisement on purchase intentions. However, the current study modified the more measurement model to the regression model using multiple regression analyses to measure various direct impacts of source credibility, level of involvement in sports, and attitude toward the endorser and advertisement on purchase intention. According to the results of factor loading and correlations during the preliminary statistical analyses, the research found that there was a lack of discriminant validity among the source credibility factors found in the current study. This finding contradicted previous findings (Braunstein-Minkove, Zhang, & Trail, G. T. 2011; Koo, Ruihley, & Dittmore, 2012, & Shuart, 2007), which indicated that the source credibility and its factors were distinct concepts and each factor of the source credibility (e.g., attractiveness, trustworthiness, and expertise) played a significant role in facilitating the effectiveness of endorsers. Attractiveness and trustworthiness may not be distinct in this study because respondents might believe that Stephen Curry has a high level of positive attractiveness which in turn generated a positive level of trustworthiness or vice versa. It can be explained by either (a)
the advertisements were not matched with the endorser, Stephen Curry, as he is not a professional golfer; or (b) the halo effect which refers to a possible cognitive bias that is caused by using an individual’s judgment on one quality to influence the assessment of other qualities (Asch, 1946).

**Study 1: Golf Apparel**

The summary of study 1 examining the effect of advertisement model attributes, attitude toward endorser and advertisement, and respondents’ involvement in golf and basketball on consumption behavior toward golf apparel is as follows. In the case of golf apparel, the trustworthiness attribute of the advertising model was found to have positive direct impacts on purchase intention, confirming hypothesis 1b. However, attractiveness and expertise had no direct effect on purchase intention, rejecting hypotheses 1a and 1c. The findings of study 1 associated with the source credibility provided empirical, but partial, support for the hypothesized relationship between celebrity credibility and purchase intention. This result is partially consistent with the results found in Koo et al. (2012), Ohanian (1991), and Pornpitakpan (2003). Only trustworthiness significantly influences the purchase intention of golf apparel differing from the original study of Ohanian (1991) which found support only for the relationship between endorser trustworthiness and purchase intention of consumers. It should be noted that celebrity endorser’s expertise ($\beta=-.14, p=.059$) indicated marginal direct effects on purchase intention. Even though this result does not meet the threshold $p$-value of .05, it should be carefully considered by sport marketers that the expertise of the endorser who is not the established expert of the endorsed product can cause a negative impact to purchase intention due to the poor fit between the endorser and product. In other words, it may be the result of consumers cannot consider Stephen Curry as the golf apparel endorser as he is a well-known
professional basketball with a gigantic endorsement with the Under Armour which is the brand featured in the advertisement. This result also can be explained that some respondents who know the Stephen Curry well as an endorser of the Under Armour may possess positive disposition toward the Under Armour golf apparel even though they did think Stepehn Curry not as a professional golfer. Respondents who know Stephen Curry’s endorsement of Under Armour may not care whether or not the endorser possesses the expertise and a good fit with golf but still prefer to purchase the Under Armour golf apparel as a fan of Stephen Curry. Therefore, the sport marketers need to carefully execute the athlete endorsement and advertisement when there is a lack of match-up between the product and endorser’s expertise (Lee, Kim, & Kim, 2014).

The findings indicate that the attitude toward advertisement has a positive impact on purchase intention, confirming hypothesis 2a, while the attitude toward endorser does not influence purchase intention, illustrating no support for hypothesis 2b. As golf apparel is the sample product in this study, respondents may have a positive disposition toward golf apparel simply because they may think it is more functional and attractive to wear based on the impression from the advertisement instead of getting influenced by the endorser, Stephen Curry, who is not a professional golfer. In other words, the participants may not find the attractiveness of the celebrity as the endorser of golf apparel which results in not close enough to assess whether or not the endorser and product are congruent.

Lastly, hypothesis 3a was confirmed that the level of involvement in golf by the respondents indicates a positive direct effect on purchase intention; however, no direct effects were observed for purchase intention by the level of involvement in basketball, denying hypothesis 3b. In other words, respondents who have more involvement in golf tend to have a higher level of purchase intention to buy the advertised golf apparel by sports celebrity endorser,
Stephen Curry. In the sports product, in particular, the degree of involvement would define the level of consumer values and expectations toward the product that the involvement in particular sports are pertinent and important to them (Bennett et al., 2009). This result indicates a similar trend that the current study finds through assessing three factors of source credibility where the expertise marginally indicates a negative impact on purchase intention. Consumers with high sports involvement such as golf and basketball spend more time watching sports programs and playing more than people with low sports involvement in either golf or basketball (Bennett et al., 2009). Thus, consumers who possess a high level of involvement in basketball which is not a good fit with the advertised product, golf apparel, show less interest to purchase golf apparel as they are more involved in basketball than golf.

The results were congruent with the theoretical framework of the current study: Elaboration Likelihood Model (ELM) as the consumers purchase the product using the peripheral route. Through the peripheral route, the consumer decides to purchase the product using the information relying on simple inferences, in other words, information-irrelevant factors. In this golf apparel study, participants may interpret the relationship between Stephen Curry and golf apparel as a lower level of congruency which results in not showing a major effect on the decision-making process of golf apparel consumers.

**Study 2: Golf Equipment - Driver**

The summary of study 2 examining the effect of advertisement model attributes, attitude toward endorser and advertisement, and respondents’ involvement in golf and basketball on consumption behavior toward golf equipment, driver, as follow. In the case of golf apparel, unlike the sport apparel study, the attractiveness and expertise attributes of the advertising model were found to have positive direct impacts on purchase intention, confirming hypotheses 4a and
4c. However, the trustworthiness attribute had no direct effect on purchase intention, rejecting hypothesis 4b. The findings of Study 2 on the golf equipment differ from the outcomes found in previous studies (Phanian, 1991, Koo et al., 2012) which found support only for the relationship between celebrity’s expertise and purchase intention of consumers. That source credibility except trustworthiness provided empirical support for the hypothesized relationship between celebrity credibility and purchase intention. In particular, the result indicates that expertise ($\beta=-.184$, $p=.039$) of the endorser negatively influenced consumer purchase intention whereas attractiveness ($\beta=.187$, $p=.016$) of the endorser showed a positive effect on purchase intention.

The results of Study 2 indicate that only trustworthiness is not a significant factor in the purchase intention of golf equipment which differs from Study 1 of golf apparel in the current study which found support only for the relationship between endorser trustworthiness and purchase intention of consumers. This result can be interpreted that participants assessed the product using the central route that involves active high elaboration or information processing using an in-depth analysis of information to decide to purchase the golf equipment. Also, participants may have a more careful analysis of the information with the golf equipment as the price of the driver is close to $500, whereas a golf shirt is extremely less expensive.

Interestingly, existing studies suggest that expertise is the most influential factor in purchase intention; thus, participants in this study may not find a positive level of expertise from the endorser, Stephen Curry, as he is not a professional golfer. Even though Stephen Curry has garnered a great deal of acknowledgments on his golf skills and appearing numerous charity golf events, consumers may not perceive him as a trustable source toward golf equipment to make a decision as they may utilize the central route of informational analysis in ELM when they decide to purchase the golf equipment. On the other hand, participants indicate that the endorser’s
attractiveness positively influences purchase intention which means consumers would buy the golf equipment if they perceived the endorser attractively. Thus, sport marketers should give careful consideration when choosing an endorser to promote golf equipment with a higher level of attractiveness while providing the fit between expertise and the endorsed product (Lee, Kim, & Kim, 2014).

The findings indicate that the attitude toward celebrity has a positive impact on purchase intention, confirming hypothesis 5b, while the attitude toward advertisement does not influence purchase intention, indicating no support for hypothesis 5a. As golf equipment is pricey and tends to not be purchased as often as golf apparel, participants may utilize the central route of Elaboration Likelihood Model (ELM) to gather comprehensive information including reading reviews and testing the equipment before making a purchase decision regarding golf equipment. In other words, the participants may not find the attractiveness of the celebrity as the endorser of golf apparel as sufficient enough to assess whether or not the endorser and product are congruent.

Lastly, hypothesis 6a was confirmed that the level of involvement in golf indicated a positive direct effect on purchase intention; however, no direct effects were observed for purchase intention by the level of involvement in basketball, offering no support for hypothesis 6b. In particular, the level of involvement in golf ($\beta=.753, p<.001$) indicates the most powerful effect on purchase intention among all variables. Consumers have a higher level of intention to purchase golf equipment, specifically a driver, if they know and play more golf than consumers who do not. As the degree of involvement in the sport context would garner different levels of consumption behavior, the involvement in particular sports is more critical to the consumer (Bennett et al., 2009). Thus, consumers who possess a high level of involvement in basketball,
which is not a good fit with the advertised product, golf equipment, show less interest to
purchase it as they will not likely use the product as often due to a lack of interest in golf. This
result re-emphasizes the importance of understanding consumers to deliver effective messages to
promote more consumption by the consumer with a higher level of fit between the product and
the interest of consumers.

**Theoretical and Managerial Implications**

The theoretical implication of this study is that it suggests a new perspective on
understanding the source credibility and its sub-factors can have a different impact on the
purchase intention based on the attitude toward the endorser by the consumer. Existing studies
indicate that the source credibility generates a positive impact on purchase intention; however,
the current study finds that the consumer has a multitude of interpretations of the advertised
product and celebrity model when it comes to making a purchase decision. It also should be
noted that the current study postulates ELM theory to be critically considered to understand the
consumer decision-making process unlike the existing studies in the advertisement and related
fields. Both central and peripheral routes of ELM need to be considered as a key facet of the
theoretical framework to be able to understand consumer behavior in terms of the impact of
source credibility on purchase intention. In addition, the testified models in this study correspond
to the theory commonly used in the field of celebrity cognitive awareness, specifically, the
source credibility model. The problems this study attempted to solve were addressed to explore
the effectiveness of endorsements, and are influenced by consumers’ perceptions and feelings of
endorsements and brands.

Although there have been many studies related to product properties for a single product,
it is meaningful that the difference in advertising effect by product type was confirmed by
comparing and analyzing equipment and apparel. Therefore, the following practical suggestions can be made based on the results of this study. First, sport marketers or advertisers make need to take a notion when they make strategic decisions about how to enhance the fit between the sports celebrities and advertised products as consumers respond to the advertisement based on reflecting their attitude toward celebrity and advertisement as well as their involvement in certain sports. Second, the current study provides a great deal of critical insights for practitioners, brand managers, and advertisers who want to facilitate the positive engagement between products and consumers through advertisements with a celebrity endorser. For the golf equipment that requires more careful considerations by consumers through the central route of ELM, the marketers and advertisers need to focus on building a positive match-up between athlete-endorser and product, in particular, generating positive attitudes toward the endorser’s expertise toward the product because the consumer utilizes the expertise as a key facet for determining whether or not they will purchase the advertised product. Besides, the current study indicates that a celebrity’s attractiveness and personality can manipulate consumer's propensity to consume. This suggests that marketers should not blindly choose endorsers and advertising models simply based on the popularity when the consumer seek comprehensive information on the advertised product such as golf equipment. Lastly, this study highlights the importance of recognizing the impact of current player performance on advertising and approved brands. The consumer expresses that they have different decisions on purchase intention based on the level of involvement in certain sports (e.g., golf, basketball) when they interpret the advertisements. Thus, sport marketers should carefully assign the marketing messages when it comes to developing advertisements based on fully understand the multi-dimensional nature of consumers’ responses on different product categories in the advertisement instead of using a universal marketing approach to deliver product
information through relying on the popularity of endorsers. This research confirms that factors of field performance by sports celebrities are critical; however, depending on the player and the condition of the product in the advertisement, these components may not be crucial to decide whether or not purchasing the product. Based on the proceeding commentary on both theoretical and practical implications, the following future research recommendations are presented.

**Recommendations for Future Research and Limitations**

Further research on the impact of source credibility and related attributes should include measurements of two or more athlete-endorser’s from different types of sports. Measuring more than two athletes is crucial to verify the findings of the current study that how the endorser can generate an effective impact on the consumption behavior of the consumer. Research should also include athletes measuring their brand. Today, athletes are active as advertising models in many advertisements. For example, Tiger Woods appears in his Rolex watch advertisement. Measuring the relationship between the attitude of the advertising model and the purchase intention will help not only the company brand image but also sales. Apparel companies should investigate how effective using multiple models in one ad is more effective than using one ad model.

Lastly, future research should be conducted using different samples as the characteristics of respondents may not be applicable to represent the golf consumers. In particular, the respondents of this study do not represent the target market of the golf product accurately in comparison to the National Golf Foundation’s data (2020). Assessing diverse consumer information from different samples will provide more comprehensive understanding of behavioral attributes of the consumer in golf products using source credibility and related attributes. As the golf industry deperates to explore new consumers and market segments, the future research on the examination of relationships among the source credibility, level of
involvement in golf, and socio-demographic variables will provide crucial information on how to engage with new segments of the consumers for examining market shares of the golf product. Lastly, other products other than golf products also need to be examined using the source credibility and related attributes to investigate the multitude aspects of consumption behavior of sports consumers based on the advertisements using athlete-endorsers. For example, other sports products including tennis racquet and apparel and basketball shoes and apparel using both popular athletes who possess a high level of the fit between the product and endorser or vice versa.

This study has several limitations due to time and regional limitations. First, this dissertation is only investigated in the United States America, thus it is difficult to generalize it globally. Second, the study used a non-probability sample, a convenient sample method through the utilization of MTurk, limiting the generalization possibilities. Because participation was voluntary, there is a risk of self-selection bias and less controlling of the participants to measure the attitude toward source credibility, ads and endorser, and involvement in golf and basketball. It is advisable to conduct a study involving the proposed conceptual model on random samples that increase the likelihood of generalization of findings from future research.

It is commonly recommended that multi-item scales include both reversed and non-reversed items (e.g., Churchill, 1979; Paulhus, 1991). One aim of using such a mix of items is to warn inattentive respondents that item content varies (Nunnally, 1978). Another is to reduce bias due to acquiescent respondents that can occur in scale ratings. However, in this study, the author did not use reversed items due to the fact that the procedure could hinder the reliability and validity of the scale (Baumgartner & Steenkamp, 2001). That said, due to the fact that there may be measurement bias. Also, there may be limitations to the current study as the brand awareness
of Under Armour and Callaway was not asked. The author assumed that Under Armour and Callaway being easily recognized brands, participants would be aware of the brand; thus, there may be the biased responses by the participants based on their awareness of the brands.

The generalizability of the population could become a limitation. Given the fact that there is a big discrepancy between participants’ annual income. It is hard to confirm that the sample is representative of the golf participants. According to the National Golf Foundation (2019), their average golfers is a 46-years-old male with a household income of more than $100,000 would play approximately 18 rounds per year. Since most of the participants in the current study indicated their incomes less than $60,000; thus, the sample population might not represent the average golfers in the United States.

Finally, the result of regression analyses indicated the multicollinerarity issues as the independent variables may be correlated with a linear combination. Thus, the future study needs to be conducted using a larger sample size with providing a question on measuring respondents’ acknowledgement of endorser, endorsed product, and frequency of playing/watching sports to control the multicollinearity issues. Lastly, the results of match-ups among involvement and endoser-product cannot be validated without further analyses such as confirmatory factor anlaysis involving different types of endorser-product match-ups (i.e., different endorser and products).

Conclusion

The purpose of this study is to investigate the effect of endorser credibility, attitude toward advertisement and celebrity, and levels of involvement in sports (e.g., golf, basketball) on purchase intention based on golf products’ attributes. Findings of the golf apparel study indicated that trustworthiness, attitude toward advertisement, and involvement in golf influence on
purchase intentions positively. On the other hand, attractiveness, attitude toward celebrity, and involvement in golf positively influences on purchase intention in the golf equipment study while the expertise indicates a negative impact on purchase intention. This study contributes to the literature on the effectiveness of advertisement by providing critical information on what to consider to develop effective marketing strategies to persuade more purchase intentions from the consumer. Sports marketers utilize the athlete-endorser in advertising campaigns to positively influence consumers' purchase intention (e.g. Kamins, 1990; Ohanian, 1991). Thus, advertisements must be designed to suit the consumer in a way that promotes consumption as sports consumers exhibit a unique process to interpret the product information compared to general consumers (Holbrook, 1980).

The current study investigated the behavior of sport consumers and contributed to the existing knowledge system for consumption behavior of sports products. It is important to continuously investigate individual differences and consumption behavior among sports consumers. Since limited studies have attempted to explore the uniqueness of sports consumer behavior relating to understanding the complexed nature of source credibility, attitude toward ads and endorsers, and levels of involvement in sports, it is worthwhile for sport management scholars to continue investigating the consumer behavior in the sport context.
REFERENCES


Haubl, G., and Trifts, V. Consumer decision making in online shopping environments: the effects of interactive decision aids,. *Marketing Science (19:1), 2000*, pp. 4-21’


Lee, Y. G. (2013). A study on the product placement advertisement effect of golf specialized broadcasting’s lesson program [In Korean]. (Unpublished doctoral dissertation), Kyunghee University, Suwon, Republic of Korea


Mills, J.S. and John Harvey (1972), "Opinion Change as a Function of When Information About the Communicator is Received and Whether He is Attractive or Expert," *Journal of Personality and Social Psychology, 21,* 52-55.


APPENDIX SECTION

APPENDIX A: IRB HUMAN SUBJECTS REVIEW

To: Jongyeol Yoo  
From: Douglas J Adams, Chair  
IRB Expedited Review  
Date: 10/01/2020  
Action: Exemption Granted  
Action Date: 10/01/2020  
Protocol #: 2008280099  
Study Title: The Effect of Endorser Credibility on Purchase intention based on golf products  
Attribute: Elaboration likelihood Model perspective. Equipment vs. Apparel  
The above-referenced protocol has been determined to be exempt.  
If you wish to make any modifications in the approved protocol that may affect the level of risk to your participants, you must seek approval prior to implementing those changes. All modifications must provide sufficient detail to assess the impact of the change.  
If you have any questions or need any assistance from the IRB, please contact the IRB Coordinator at 109 MLKG Building, 5-2208, or irb@uark.edu.  
cc: Stephen W Dittmore, Investigator
APPENDIX B: INFORMED CONSENT FORM

The Effect of Endorser Credibility on Purchase intention based on golf products’
Attribute: Elaboration likelihood Model perspective.
   Equipment vs. Apparel

Consent to Participate in a Research Study
   Principal Researcher: JONGYEOL YOO
   Faculty Advisor: Dr. Stephen W. Dittmore

INVITATION TO PARTICIPATE

Dear Participant:

I request your participation in a study to examine the influence of celebrity endorsement by an athlete on consumers’ purchase intention through an online survey. I am conducting this investigation to gain a clear understanding of consumers’ attitudes toward celebrity endorser and its impacts on the purchasing behavior of golf-related products.

I am asking you to participate by completing this questionnaire via the online format, which should take less than 15 minutes to finish. Your participation is voluntary, and you may choose to not participate in the survey or any part of the survey. There will not be a negative effect in any way if you refuse to participate. There are no known physical or psychological risks associated with completing this survey; however, some questions may be considered sensitive. There is no right or wrong answer. The published results will not refer to any individual and all discussions will be based on group data. Your information will be kept confidential to the extent allowed by applicable State and Federal law. After the study, you have the right to contact the Principal Researcher as listed below for any concerns that you may have.

You may contact the Principal Researcher, Jong-yeol Yoo at jy003@uark.edu and Faculty Advisor, Dr. Stephen W. Dittmore at dittmore@uark.edu.

If you have questions or concerns about your rights as a research participant, please contact Ro Windwalker, the University’s IRB Compliance Coordinator, at 479-575-2208 or irb@uark.edu,”

Thank you very much for your assistance.
JONGYEOL YOO, Doctoral candidate
APPENDIX C: SURVEY QUESTIONNAIRE

Study 1 - Stimuli: Golf Apparel

Source credibility: With respect to the endorser, please rate the following items that assess your attitude toward the credibility of the endorsed athlete.

On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please circle the number that best reflects your feelings towards the athlete's Attractiveness.

<table>
<thead>
<tr>
<th>Description</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unattractive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not classy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ugly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plain</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sexy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Attractive
Classy
Beautiful
Elegant
Sexy

On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please circle the number that best reflects your feelings towards the athlete's Trustworthiness.

<table>
<thead>
<tr>
<th>Description</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undependable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dishonest</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unreliable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insincere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Untrustworthy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dependable
Honest
Reliable
Sincere
Trustworthy
On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree"
please circle the number that best reflects your feelings towards the athlete's **Expertise**.

| Not an expert | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Expert |
| Not experienced | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Experienced |
| Unknowledgeable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Knowledgeable |
| Unqualified | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Qualified |
| Unskilled | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Skilled |

**Attitude toward the Advertisement:** With respect to the advertisement, please rate the
following items that assess your attitude toward the advertisement using the endorsed athlete.
On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please
circle the number that best reflects your feelings towards the following questions about the

**Consumer’s attitude toward the advertisement.**

| Bad | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Good |
| Unfavorable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Favorable |
| Negative | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positive |

On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please
circle the number that best reflects your feelings towards the following questions about the

**Attitude toward the celebrity**

| Bad | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Good |
| Unfavorable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Favorable |
| Negative | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positive |
**Purchase Intention:** With respect to the advertised product, please rate your intention to purchase the product.

On a scale from 1 to 7, with 1 being “Extremely unlikely” and 7 being “Extremely likely” please circle the number that best reflects your feelings towards the following questions about the purchase intention.

<table>
<thead>
<tr>
<th></th>
<th>Extremely unlikely</th>
<th>Unlikely</th>
<th>Somewhat unlikely</th>
<th>Neither Agree nor unlikely</th>
<th>Somewhat likely</th>
<th>Likely</th>
<th>Extremely Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willing to buy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Feel positive about making the purchase</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Want to buy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Want to consider purchasing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

**Involvement in Golf:** On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please circle the number that best reflects your attitude toward golf.

To me watching and playing golf is:

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Exciting</td>
</tr>
<tr>
<td>Uninteresting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Interesting</td>
</tr>
<tr>
<td>Worthless</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valuable</td>
</tr>
<tr>
<td>Unappealing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Appealing</td>
</tr>
<tr>
<td>Useless</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Useful</td>
</tr>
<tr>
<td>Not needed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Needed</td>
</tr>
<tr>
<td>Irrelevant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Relevant</td>
</tr>
<tr>
<td>Unimportant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Important</td>
</tr>
</tbody>
</table>
**Involvement in Basketball:** On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please circle the number that best reflects your attitude toward basketball.

To me watching and playing basketball is:

<table>
<thead>
<tr>
<th>Boring</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Exciting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uninteresting</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Interesting</td>
</tr>
<tr>
<td>Worthless</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Valuable</td>
</tr>
<tr>
<td>Unappealing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Appealing</td>
</tr>
<tr>
<td>Useless</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Useful</td>
</tr>
<tr>
<td>Not needed</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Needed</td>
</tr>
<tr>
<td>Irrelevant</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Relevant</td>
</tr>
<tr>
<td>Unimportant</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Important</td>
</tr>
</tbody>
</table>

**DEMOGRAPHIC INFORMATION:** Please provide the following information.

1. Gender:  
   a. Male 
   b. Female

2. Age:  
   a. 18-20 years old 
   b. 21-30 years old 
   c. 31-40 years old 
   d. 41-50 years old 
   e. 51-60 years old 
   f. 61 years or older

3. Race:  
   a. Caucasian 
   b. African American 
   c. Hispanic 
   d. Asian/Pacific Islander 
   e. American Indian 
   f. Two or more races 
   g. Other

4. Household income:  
   a. Below $20,000 
   b. $20,000-$39,999 
   c. $40,000-$59,999 
   d. $60,000-$79,999 
   e. $80,000-$99,999 
   f. above $100,000

5. Highest level of Education:  
   a. High school graduate 
   b. Associate degree 
   c. In college 
   d. College graduate 
   e. Advanced degree

6. Marital status:  
   a. Single 
   b. Married 
   c. Divorced 
   d. Separated 
   e. Widowed

7. Frequency of Playing Golf per Month  
   a. Don’t play 
   b. 1-2 times 
   c. 3-4 times 
   d. 5-6 times 
   e. 7-8 times 
   f. More than 9 times

8. How often do you purchase a new golf driver? __________________

9. How often do you purchase golf apparel? __________________
Study 2 - Stimuli: Driver

Source credibility: With respect to the endorser, please rate the following items that assess your attitude toward the credibility of the endorsed athlete.

On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please circle the number that best reflects your feelings towards the athlete's Attractiveness.

| Unattractive | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Attractive |
| Not classy | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Classy |
| Ugly | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Beautiful |
| Plain | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Elegant |
| Not sexy | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sexy |

On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please circle the number that best reflects your feelings towards the athlete's Trustworthiness.

| Undependable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Dependable |
| Dishonest | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Honest |
| Unreliable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Reliable |
| Insincere | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sincere |
| Untrustworthy | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Trustworthy |
On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree"
please circle the number that best reflects your feelings towards the athlete's **Expertise**.

<table>
<thead>
<tr>
<th>Not an expert</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Expert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inexperienced</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Experienced</td>
</tr>
<tr>
<td>Unknowledgeable</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Knowledgeable</td>
</tr>
<tr>
<td>Unqualified</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Qualified</td>
</tr>
<tr>
<td>Unskilled</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Skilled</td>
</tr>
</tbody>
</table>

**Attitude toward the Advertisement:** With respect to the advertisement, please rate the
following items that assess your attitude toward the advertisement using the endorsed athlete.

On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please
circle the number that best reflects your feelings towards the following questions about the
**Consumer’s attitude toward the advertisement.**

<table>
<thead>
<tr>
<th>Bad</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unfavorable</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Favorable</td>
</tr>
<tr>
<td>Negative</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Positive</td>
</tr>
</tbody>
</table>

On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please
circle the number that best reflects your feelings towards the following questions about the
**Attitude toward the celebrity**

<table>
<thead>
<tr>
<th>Bad</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unfavorable</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Favorable</td>
</tr>
<tr>
<td>Negative</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Positive</td>
</tr>
</tbody>
</table>
**Purchase Intention:** With respect to the advertised product, please rate your intention to purchase the product.

On a scale from 1 to 7, with 1 being “Extremely unlikely and 7 being "s Extremely likely" please circle the number that best reflects your feelings towards the following questions about the Purchase intention.

<table>
<thead>
<tr>
<th>Willing to buy</th>
<th>Extremely unlikely</th>
<th>Unlikely</th>
<th>Somewhat unlikely</th>
<th>Neither Agree nor unlikely</th>
<th>Somewhat likely</th>
<th>Likely</th>
<th>Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feel positive about making the purchase</th>
<th>Extremely unlikely</th>
<th>Unlikely</th>
<th>Somewhat unlikely</th>
<th>Neither Agree nor unlikely</th>
<th>Somewhat likely</th>
<th>Likely</th>
<th>Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Want to buy</th>
<th>Extremely unlikely</th>
<th>Unlikely</th>
<th>Somewhat unlikely</th>
<th>Neither Agree nor unlikely</th>
<th>Somewhat likely</th>
<th>Likely</th>
<th>Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Want to consider purchasing</th>
<th>Extremely unlikely</th>
<th>Unlikely</th>
<th>Somewhat unlikely</th>
<th>Neither Agree nor unlikely</th>
<th>Somewhat likely</th>
<th>Likely</th>
<th>Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

**Involvement in Golf:** On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please circle the number that best reflects your attitude toward golf.

To me watching and playing golf is:

<table>
<thead>
<tr>
<th>Boring</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Exciting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uninteresting</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Interesting</td>
</tr>
<tr>
<td>Worthless</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Valuable</td>
</tr>
<tr>
<td>Unappealing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Appealing</td>
</tr>
<tr>
<td>Useless</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Useful</td>
</tr>
<tr>
<td>Not needed</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Needed</td>
</tr>
<tr>
<td>Irrelevant</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Relevant</td>
</tr>
<tr>
<td>Unimportant</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>Important</td>
</tr>
</tbody>
</table>
**Involvement in Basketball:** On a scale from 1 to 7, with 1 being "strongly disagree" and 7 being "strongly agree" please circle the number that best reflects your attitude toward basketball.

To me watching and playing basketball is:

<table>
<thead>
<tr>
<th>Option</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Exciting</td>
</tr>
<tr>
<td>Uninteresting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Interesting</td>
</tr>
<tr>
<td>Worthless</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Valuable</td>
</tr>
<tr>
<td>Unappealing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Appealing</td>
</tr>
<tr>
<td>Useless</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Useful</td>
</tr>
<tr>
<td>Not needed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Needed</td>
</tr>
<tr>
<td>Irrelevant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Relevant</td>
</tr>
<tr>
<td>Unimportant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Important</td>
</tr>
</tbody>
</table>

**DEMOGRAPHIC INFORMATION:** Please provide the following information.

2. Age: a. 18-20 years old b. 21-30 years old c. 31-40 years old d. 41-50 years old e. 51-60 years old f. 61 years or older
4. Household income: a. Below $20,000 b. $20,000-$39,999 c. $40,000-$59,999 d. $60,000-$79,999 e. $80,000-$99,999 f. above $100,000
5. Highest level of Education: a. High school graduate b. Associate degree c. In college d. College graduate e. Advanced degree
7. Frequency of Playing Golf per Month a. Don’t play b. 1-2 times c. 3-4 times d. 5-6 times e. 7-8 times f. More than 9 times
8. How often do you purchase a new golf driver? ________________
9. How often do you purchase golf apparel? ________________