

The Structural Relationship among Brand Dependence, Brand Attitude, Brand Satisfaction and Repurchase Intention of Online Golf Product Consumers

Woo-Young Park, Seyun Kim*

*Associate Professor, Department of International Sports, Dankook University, Korea
golterea@hanmail.net*

**Assistant Professor, Department of Sport Management, Dankook University, Korea
seyunkim@dankook.ac.kr*

Abstract

The purpose of this study is to investigate the structural relationship among brand dependence, brand attitude, brand satisfaction and repurchase intention of online golf goods consumers. To achieve the purpose of this study, a survey was conducted on consumers who had experience in purchasing golf goods online by visiting golf driving ranges in Seoul and Gyeonggi area. A total of 200 people were surveyed and 197 data were used for the final data processing. SPSS 23 and AMOS 23 were used for data processing. We obtained the following results. First, brand dependence had a positive effect on brand attitude, but it did not have a significant effect on repurchase intention. Second, brand attitude had a positive effect on brand satisfaction and repurchase intention; third, brand satisfaction had a positive effect on repurchase intention. First, face has been shown to have a significant impact on symbolic consumption propensity. Second, symbolic consumption tendencies have a significant impact on product satisfaction and intention to purchase new products. Third, product satisfaction has been shown to have a negative impact on the intention of purchasing new products.

Keywords: *Brand dependence, Brand attitude, Brand satisfaction, Repurchase intention, Golf*

1. Introduction

As golf becomes popular, various golf related products are produced and distributed due to the increase of consumers, and the golf industry is also developing into various areas. Although golf differs from individual to individual, consumption of goods is actively being made to have their own personality and assortment as golfers compared to other sports events [1].

Through various studies related to golf goods consumers, it can be seen that the more face-sensitive consumers are, the greater the relationship between consumption of show-off and purchase of luxury goods, which is expected to be related to brand dependence. Golf consumers act with greater meaning (McCracken, 1986) on symbolism and idea rather than based on functionality and practicality, and have a great tendency of dependence on brand [2, 3].

Looking at previous studies related to consumption propensity, consumption propensity affects brand attitude and purchase intention [4], and brand satisfaction [5]. KimHyung-woo(2010), who said that perceived assets affect behavior after purchase when purchasing golf clubs [6], and luxury goods preference affect intention to purchase luxury goods [7, 8]. This shows that when consumers purchase golf equipment, the higher the brand dependence, the higher the attitude and satisfaction, and the greater the intention to purchase new products.

Therefore, this study aims to investigate the relationship among brand dependence, brand attitude, brand satisfaction and repurchase intention of online golf goods consumers. The results of this study can be used as basic data to establish marketing strategies for golf goods brands.

2. Research Hypothesis

A hypothesis was established to achieve the purpose of this study. Hypothesis setting was set based on the results of previous studies related to brand dependence, brand attitude, brand satisfaction, and repurchase intention. The basis for establishing a specific hypothesis is as follows.

First, looking at previous studies related to trademark dependence, brand dependence appears to have an effect on purchase intention and brand attitude [2], and general consumption tendency, it can be seen that consumption tendency affects brand attitude [4]. Therefore, the following hypothesis was established for the relationship between brand dependence, brand attitude, and repurchase intention.

H1. Brand dependence will have a significant impact on brand attitude.

H2. Brand dependence will have a significant impact on repurchase intention.

Looking at the results of previous studies related to brand attitude, it is shown that brand attitude has a positive effect on brand satisfaction [9]. In addition, it appears that the brand attitude has a positive effect on the repurchase intention [10, 11]. In addition, looking at the relationship between brand satisfaction and repurchase intention, it is found that brand satisfaction is positively affecting repurchase [5]. Therefore, the following hypothesis was established in relation to the relationship between brand attitude, brand satisfaction, and repurchase intention.

H3. brand attitude will have a significant impact on brand satisfaction.

H4. brand attitude will have a significant impact on repurchase intention.

H5. Product satisfaction will have a significant impact on repurchase intention.

Figure 1 shows the model of this study, which was set around the above research hypothesis.

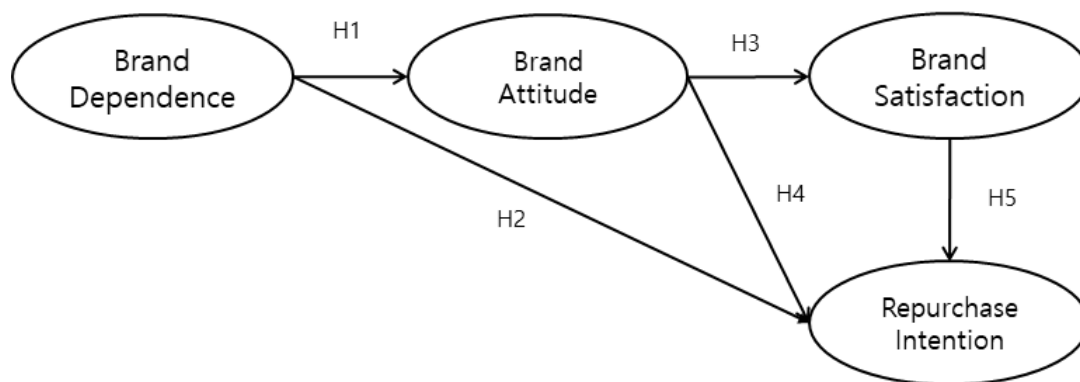


Figure 1. Study model

3. Research Method

3.1. Research Subjects

The subjects of this study were consumers who had purchased golf products online. Accordingly, a survey was conducted on 200 customers who visited the golf practice range located in the Seoul metropolitan area in person and purchased golf products online. As for the sampling method, the convenience sampling method was used among the non-probability sampling methods, and the subject was asked to fill out the questionnaire directly through the self-evaluation method. Through this process, 197 copies were selected as the final valid sample and used for data processing, excluding three copies that were unfaithfully written.

3.2. Research Tools

The survey tool used in this study used a questionnaire. The composition of the questionnaire was composed by modifying and supplementing the questionnaire used in previous studies for each concept according to the purpose of this study. The details of the composition of the questionnaire are as follows. brand dependence of 4 questions. Brand attitude of 4 questions, and brand satisfaction of 4 questions. Repurchase intention of 5 questions. Details of the composition of the questionnaire are shown in Table 1 below.

Table 1. Composition of survey tools

Factors	Questions
Brand Dependence	4
Brand Attitude	4
Brand Satisfaction	4
Repurchase Intention	5
Sum	17

4. Results

4.1 Correlation Analysis

The confirmatory factor analysis was done for the testing of convergent validity and discriminant validity. The maximum likelihood (ML) method which assumes multivariate normality was used for substantial analysis. In the analysis process, the standard loading value of 1 question of repurchase intention was removed as below .5. The fit of the confirmatory factor analysis was evaluated for the confirmation of the optimal condition of the construct and the variation configuration and the results are shown in Table 2.

Based on the opinion that the fit index in a structural equation model can be judged together with other indexes by a relative index instead of an absolute criteria [12], the fit was verified with the TLI and CFI suggested by Netemeyer, Boles, McKee & McMurrian the X^2/df value (less than standard 3) and RMSEA proposed by Kim though the X^2 value did not meet the standard [13, 14]. The results of TLI=.953, CFI=.961. $X^2/df=1.669$ and RMSEA=.061 show that the fit was relatively satisfactory. In addition, all the scores of the standardized regression weights (over .5), the value of average variance explained (AVE) and construct reliability (over .7) were more than the standard value showing the satisfactory convergent validity.

Table 2. Confirmatory factor analysis & reliability

Factors	S.E.	M.E.	C.R	AVE	Cronbach's α
Brand dependence 1	0.767	0.293			
Brand dependence 2	0.610	0.518			
Brand dependence 3	0.815	0.285	0.836	0.564	0.796
Brand dependence 4	0.621	0.459			
Brand attitude 1	0.786	0.342			
Brand attitude 2	0.822	0.288			
Brand attitude 3	0.710	0.369	0.883	0.654	0.947
Brand attitude 4	0.814	0.300			
Brand satisfaction 1	0.856	0.267			
Brand satisfaction 2	0.867	0.242			
Brand satisfaction 3	0.759	0.503	0.856	0.601	0.863
Brand satisfaction 4	0.634	0.620			
Repurchase intention 1	0.905	0.087			
Repurchase intention 2	0.868	0.114			
Repurchase intention 3	0.936	0.063	0.973	0.902	0.861
Repurchase intention 4	0.905	0.092			

$X^2=163.532(df=98, p=0.000)$, $X^2/df=1.669$, TLI=0.953, CFI=0.961, RMSEA=0.061

Fornell & Larcker stated that there is discriminant validity between the two constructs if the value of AVE of each construct is more than the squared value of the correlation coefficient [15]. Therefore, the value of AVE presented in Table 2 was compared with the squared value of the correlation coefficient of each concept in the correlation analysis in Table 3. As the value of AVE is more than the squared value of the correlation coefficient, the scales used in this study have discriminant validity.

After the verification of convergent validity and discriminant validity, Cronbach's α testing was conducted for the verification of the reliability of the internal consistency of each factor. As shown in Table 1, the values of Cronbach's α in all factors are over .7 suggested by Nunnally & Bernstein thus proving the internal consistency of all the factors [16].

Table 3. Correlation analysis

Factors	1	2	3	4
Brand Dependence	1			
Brand Attitude	0.194**	1		
Brand Satisfaction	0.189**	0.632**	1	
Repurchase Intention	0.335**	0.186**	0.243**	1

* $p < 0.05$, ** $p < 0.01$

4.2 Fit of the Model & Hypothesis Test Results

As a result of verifying the fit of the model, TLI=.953, CFI=.961. $X^2/df=1.669$, RMSEA=.061. It turned out to be 061. Through this, it was confirmed that the model set in this study was relatively suitable.

The results of verifying the hypothesis established in this study are as follows. First, it was found that brand dependence had a positive effect on brand attitude, but did not significantly affect repurchase intention. Second, it was found that the brand attitude had a positive effect on brand satisfaction and repurchase intention. Third, it was found that brand satisfaction had a positive effect on repurchase intention. Details of the results of this study are shown in Figure 2 and Table 4.

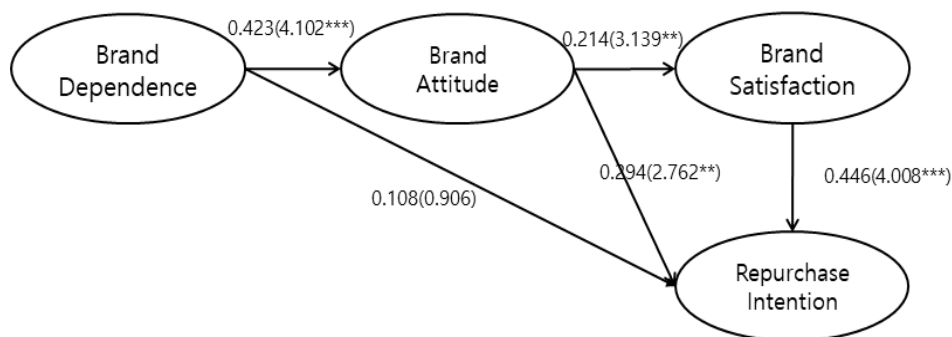


Figure 2. Result model

Table 4. Fit of the Model & hypothesis verification result

		Hypothesis		Estimate	S.E.	t
H1	Brand Dependence	⇒	Brand Attitude	0.423	0.103	4.102***
H2	Brand Dependence	⇒	Repurchase Intention	0.108	0.119	0.906
H3	Brand Attitude	⇒	Brand Satisfaction	0.214	0.068	3.139**
H4	Brand Attitude	⇒	Repurchase Intention	0.294	0.106	2.762**
H5	Brand Satisfaction	⇒	Repurchase Intention	0.446	0.111	4.008***

$X^2=163.691$ ($df=99$, $p=0.000$), $X^2/df=1.653$, $TLI=0.954$, $CFI=0.962$, $RMSEA=0.060$

** $p<0.01$, *** $p<0.001$

5. Conclusion

This study shows that brand dependence of online golf goods consumers affects brand attitude and that brand attitude positively affects brand satisfaction and repurchase intention. Especially, it was confirmed that brand dependence does not directly affect repurchase intention but affects brand attitude and brand satisfaction. This means that even if consumers purchase products of the brand due to brand dependence, they may not have a positive attitude or intention to repurchase directly if they do not have satisfaction with the brand.

It is recognized that golf goods have higher brand dependence on brands than other sports goods. Therefore, the marketing staff of the golf goods brand should understand the tendency of consumers who use the brand and meet their needs. And it is necessary to make efforts to create the brand image that they want to bring potential consumers into the brand. To do this, it is necessary to make sure that customers can understand the desired part of their brand through various communication channels.

In other words, in order to increase consumers' attitudes and satisfaction with their brands, it is necessary to accurately grasp how consumers perceive their brands by using various communication channels. Through this, it is necessary to maximize attitudes and satisfaction by establishing various red strategies so that consumers can fill their brands with what they want. Also, if we search for various strategies to increase brand attitude and brand satisfaction to online golf goods consumers, we can get positive marketing effect. In particular, consumers of online golf products use online to explore brands through comments from other consumers or various information online, thereby forming awareness and attitude toward the brand. Therefore, efforts should be made to positively form various information related to their brands online.

References

- [1] K. K. Yu, "Structural Model Analysis on Golf Product Consumers' Show-rooming Usage Attributes, Show-rooming Attitudes and Continuance Show-rooming Intent," *Korean Journal of Sports Science*, Vol. 30, No. 4, pp. 407-420,
- [2] G. McCracken, "Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods," *Journal of Consumer Research*, Vol. 13, No. 1, , pp. 71-84, Jun 1986.
DOI: <https://doi.org/10.1086/209048>
- [3] A. R. Kim, and B. K. Lee, "Structural Relationship among Social-Face Sensitivity of Golf Goods Consumers, Brand Dependency, and Purchase Intentions of New Product Replacement," *The Korea Journal of Sports Science*, Vol. 28, No. 6 pp.539-550, Dec 2019.
DOI: <https://doi.org/10.35159/kjss.2019.12.28.6.539>

- [4] H. Shin, and Y. Jeon, "A Study on the Influence of Visitor's Consumption Propensity on Brand Attitude and Purchasing Intention in Regional Special Products Festival: Focused on the Yeongju Punggi Ginseng Festival," *Northeast Asia tourism research*, Vol. 16, No. 2, pp. 215-234.
DOI: 10.35173/NATR.16.2.11
- [5] J. K. Park, "The Structural Relationship Between Conspicuous Consumption, Brand Attitude, Brand Satisfaction and Repurchasing Intention in Golf-wear Consumers," *The Korea Journal of Sports Science*, Vol. 22, No. 2, pp. 225-237, Apr 2013.
- [6] Kim, H. Effect of golf club choices on the satisfaction and the post-purchase behaviors. Ph.D. Thesis. Kyung Hee University, Yong-In, Korea, 2016.
- [7] B. K. Lee, "The Effect of Conspicuous Consumption by Golf consumers' Chemyeon on Luxury Goods and Luxury Brands Purchasing Intention," *Korean Journal of Sports Science*, Vol. 21, No. 4, pp. 635-644, Aug 2012.
- [8] B. K. Lee, "Structural Relationship between Golf Customer of Social-Face Sensitivity and Luxury Brand Goods, Purchasing Intention," *Journal of Tourism and Leisure Research*, Vol. 26, No. 1, pp. 339-356, Jan 2014.
- [9] K. Y. Park, S. Y. Yi, and J. Kim, "On the Influence of Branded-app Usage and Motivation on Brand Attitudes, Satisfaction and Intention to Repeat Usage," *Journal of Digital Convergence*, Vol. 14, No. 5, pp. 157-163, May 2016.
DOI : 10.14400/JDC.2016.14.5.157
- [10] Y. Jin, and J. W. Yoo, "The Effect of Corporate Fraudulent Activity on Consumers' Purchase Intention," *Journal of Practical Research in Advertising and Public Relations*, Vol. 10, No. 1, pp. 167-192, Feb 2017.
DOI : 10.21331/jprapr.2017.10.1.007
- [11] Y. J. Song, and S. Shin, "The effect of consumption propensity and fashion product consumption attitude on fair trade fashion product purchase intension," *The Research Journal of the Costume Culture*, Vol. 25, No. 5, pp. 656-669, Oct 2017.
DOI : 10.29049/rjcc.2017.25.5.656
- [12] J. F. Hair, R. E. Andreson, R. L. Tatham and W. C. Black, *Multivariate data analysis*, Englewood Cliffs, 1998.
- [13] R. G. Netemeyer, J. S. Boles, D. O. Mckee, and R. McMurrian, "An investigation into the antecedents of organizational citizenship behaviors in a personal selling context," *Journal of Marketing*, Vol. 61, No. 3, pp. 85-98, Jul 1997.
- [14] K. S. Kim, *AMOS 18.0 structure equation model analysis*, Hannarae Publishing, 2010.
- [15] C. Fornell and D.F. Larcker, "Evaluating structural equation models with unobservable variables and measurement error," *Journal of Marketing Research*, Vol. 18, No. 1, pp. 39-50, Feb 1981.
- [16] J. C. Nunnally and I. H. Bernstein, *Psychometric theory*, McGraw-Hill. 1994.