

The relationship between Consumption Behavior Characteristics and Golf Consumption Behavior According to the influence of Important Hitters of Golf Participants

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Abstract

The purpose of this study is to investigate the influence of golf participants' major hitting factors on their consumption behavior characteristics and golf consumption behavior. To achieve this objective, the study subjects were set as the population aged 20 years or older who use golf courses and driving ranges in Gwangju Metropolitan City and Jeollanam-do, and then 158 males and 172 females using cluster random sampling. A total of 300 persons were selected as the study subjects. The survey tool was the questionnaire method, and among the tools that had already been used to verify the reliability and validity of the questionnaire in domestic and foreign previous studies, it was reused or modified or supplemented according to the variables of this study. The collected data were winter-processed according to the purpose of analysis using the SPSS statistical program as follows. The results obtained through this process are as follows. First, it was found that the major players participating in golf had partial differences in the characteristics of golf consumption behavior. Second, it was found that the major hitters participating in golf had a partial difference in their golf consumption behavior. Third, it was found that the golf consumption behavior characteristics of golf participants partially affected the golf consumption behavior.

Keywords: Important Hitters, Golf Consumption Behavior, Conspicuous Pursuit Type, Follower of Others, Individuality Seeking Type, Emotional Pleasure-Seeking Type Consumption Behavior Characteristics, Place Consumption, Consumption of Goods, Media Consumption

1. INTRODUCTION

Leisure activities are closely related to the economic conditions of a particular society or individual. According to the study of leisure in early primitive societies, the emergence of leisure depended on whether it was a society with minimal abundance or a society that could not solve hunger [1]. Also, in historical studies explaining the advent of the era of public leisure in general, the economic environment of a society is closely related to the overall development of leisure or the increase in leisure sports [2,3]. In particular, in the case of sports, a type of leisure, historically, it was a culture for a small number of upper classes. In the case of Korea, due to the policy centered on elite sports based on triumphalism and the promotion of national prestige, it was

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not equal to everyone, from the general public to socially marginalized groups such as underdeveloped areas, the poor, the elderly, women and the disabled. As cities develop, only others exist, not neighbors, and individual identity is determined by the form of work and the method of using leisure time. However, despite the rapid growth of direct participation in sports, there are still many cases where it is burdensome to participate in some sports except for some upper classes. Rather than consuming specific objects to achieve specific purposes, consumers consume general tokens for general social purposes. In the case of golf consumers, participants not only express themselves by participating in golf but also tend to symbolize their ideal award. It is used as an expression tool. The original sports culture should be distributed evenly for each class without prejudice of any kind. However, in Korea, there are sports enjoyed by the leaders or the high-income class, and they are unconditionally hostile or jealous of such sports. trying to do a sport. The increase in golf consumers cannot but be considered without Korea's hospitality culture. Golf is a luxury sport for some special classes, and sometimes creates a sense of incongruity among members of society [4,5]. In addition, since most golf courses are located outside the city, a car is essential, and expensive membership holders are preferred, and golf is rarely used as a means of entertainment. Golf is still considered a luxury sport. Therefore, golf has the conditions to be a tool for entertainment for business reasons. The individual continues to acquire the roles of others, especially the roles of others who control him and depend on him. By these significant others, the individual influences the acquisition of moral roles. If Korea is closely related to personal connections, the influence of key players will be enormous for individuals. Considering the reality of Korea, which values academic relationships and delays, and the prevalence of imitative conspicuous consumption for such personal connections, it best reflects the reality of Korea, which is generally regarded as a sport for the upper class. For the continuous growth and survival of golf in the future, it will be necessary to understand the characteristics of golf consumers and to understand their consumption behavior, so that it is not only a sport for some upper class but a popular sport. Therefore, the purpose of this study is to revitalize golf participation by examining the influence of important hitters on golf players on consumer behavior characteristics and golf consumer behavior in the Korean reality.

2. ANALYSIS METHOD AND SURVEY TOOL

2.1 Study Subjects

The subjects of this study were adults aged 20 years or older who used golf courses and driving ranges in Gwangju Metropolitan City and Jeollanam-do, and using cluster random sampling, 158 males and 172 females, a total of 300 people. Samples were taken. The specific demographic characteristics of the study subjects are shown in <Table 1>.

Table 1. Study Subjects

Variable		Number of cases(N)	percentage(%)
Gender	Female	172	52.1
	Male	158	47.9
Age	20's	28	8.5
	30's	53	16.0
	40's	98	29.7
	over 50	151	45.8
Income level	200 or less	100	31
	More than 200-less than 300	100	33
	More than 300	100	36

2.2 Survey Tools

As a survey tool, among the tools that had already been used to verify the reliability and validity of the questionnaire in domestic and foreign previous studies using the questionnaire method, it was re-quoted or modified and supplemented according to the variables of this study. The detailed survey tool contents are as follows. First, it was operationally defined by dividing it into two meanings as the meaning of important hitters that affect participation in golf. First of all, the golf player who provided motivation to participate in golf refers to the player who provided motivation to participate in golf for the first time. It is organized in a nomenclature scale [6,7]. Second, as the characteristics of consumption behavior that mean the tangible plasticity, social meaning, and emotional experience of golf participants, it was composed of four sub-factors: display-seeking type, following others, uniqueness and individuality-seeking type, and emotional pleasure-seeking type [8,9], 5 It was constructed on a point scale. Third, in terms of consumption, golf consumption behavior, which means the result of the final action on golf activities, was composed of three sub-factors: place consumption, goods consumption, and media consumption [10], and consisted of a 5-point scale. The detailed questionnaire composition index is shown in <Table 2>.

Table 2. Questionnaire Composition Indicator

Constituent indicators	Sub-factor	Number of questions
Demographic characteristics	Gender	1
	Age	1
	Income Level	1
Significant others	Constituent indicators	1
Important other people	Important companion	1
Consumption behavior characteristics	Conspicuous pursuit type	5
	Follower of others	2
	Individuality-seeking type	2
	Emotional pleasure-seeking type	2
Golf consumption behavior	Place consumption	5
	Consumption of goods	5
	Media consumption	5

3. VALIDITY AND RELIABILITY OF THIS STUDY

3.1 Exploratory factor analysis and reliability analysis

<Table 3> shows the results of validity and reliability tests on the consumption behavior characteristics of golf participants. <Table 3> shows the results of validity and reliability tests on the consumption behavior characteristics of golf participants. According to <Table 3>, the items showing a high factor load (0.649) or higher in factor 1 are 5 items of items 5, 1, 2, 4, and 3, which are related to the display-seeking type. Cronbach's α value is 0.92. The items showing a high factor load (0.813) or higher in factor 2 are two items of items 11 and 10, all of which are related to the follower of others. Cronbach's α value is 0.88. The items showing a high factor load (0.766) or higher in factor 3 are two items of items 6 and 7, all of which are related to uniqueness and individuality-seeking type. Cronbach's α is 80. The items showing a high factor load (0.727) or higher in factor 4 are two items of items 7 and 8, all of which are related to the emotional pleasure-seeking type.

Cronbach's α value is 0.75. In addition, the cumulative ratio explaining the four factors of consumption behavior characteristics: conspicuous pursuit type, following others type, uniqueness and individuality pursuit type, and emotional pleasure pursuit type was found to be 78.276%. Such analysis results show that the factors of golf consumption behavior characteristics were measured relatively properly.

Table 3. Exploratory factor analysis and reliability analysis of consumption behavior characteristics

Question		Factor 1	Factor 2	Factor 3	Factor 4	Cronbach' s α
Conspicuous pursuit type	Q05	0.838	0.226	0.241	0.225	0.92
	Q01	0.796	0.230	0.203	0.179	
	Q02	0.731	0.238	0.239	0.194	
	Q04	0.708	0.202	0.267	0.182	
	Q03	0.649	0.118	0.362	0.220	
Follower of others	Q09	0.219	0.837	0.199	0.247	0.88
	Q10	0.200	0.813	0.121	0.309	
Individuality-seeking type	Q06	0.227	0.167	0.809	0.268	0.80
	Q05	0.247	0.249	0.766	0.202	
Emotional pleasure-seeking type	Q07	0.135	0.350	0.175	0.776	0.75
	Q08	0.133	0.285	0.312	0.727	
Eigen Value		2.555	2.328	2.323	2.187	
Variance (%)		21.289	19.397	19.362	18.228	-
Cumulative(%)		21.289	40.686	60.048	78.276	

Table 4. Exploratory factor analysis and reliability analysis of golf consumption behavior

Question		Factor 1	Factor 2	Factor 3	Cronbach' s α
Place consumption	Q06	0.825	0.219	0.234	0.85
	Q08	0.791	0.265	0.129	
	Q07	0.769	0.218	0.201	
	Q09	0.745	0.294	0.276	
Consumption of goods	Q04	0.151	0.852	0.161	0.82
	Q03	0.270	0.843	0.236	
	Q02	0.260	0.830	0.093	
	Q01	0.379	0.641	0.235	
Media consumption	Q11	0.220	0.240	0.875	0.80
	Q12	0.501	0.220	0.652	
Eigen Value		3.058	2.894	1.526	
Variance (%)		30.579	28.944	15.256	-
Cumulative(%)		30.579	59.523	74.779	

The results of the validity and reliability tests on golf consumption behavior are shown in <Table 4>.

According to <Table 4>, the items showing a high factor load (0.745) or higher in factor 1 are 4 items of items 6, 7, 8, and 9, which are related to place consumption. However, item 10 was removed because the factor load value was low. Cronbach's α value is 0.85. The items showing a high factor load (0.641) or higher in factor 2 are items 1, 2, 3, and 4, all of which are related to product consumption. However, item 5 was removed because the factor load value was low. Cronbach's α value is 0.82. The items showing a high factor load (0.652) or higher in factor 3 are two items of items 11 and 12, all of which are related to media consumption. However, items 13, 14, and 15 were removed because the factor load value was low. Cronbach's α value is 0.80. And the cumulative ratio explaining the three factors of golf consumption behavior: place consumption, goods consumption, and media consumption was 74.779%. Such analysis results show that the factors of golf consumption behavior characteristics were measured relatively properly.

4. STATISTICAL ANALYSIS

For data analysis, the question arises with answers completed were collected, data with double entry or no-entry was excluded, and valid samples were coded according to the guideline of coding. The coded data was input individually into the computer, and then frequency analysis, exploratory factor analysis, reliability analysis, one-way analysis of variance and multiple regression analysis were done with the use of SPSS Windows 20.0 Version statistical program.

5. RESULTS

5.1 Differences in consumption behavior characteristics of key hitters participating in golf

<Table 5> shows the results of multiple regression analysis to find out the effect of social support on exercise stress.

<Table 5> shows the results of a one-way ANOVA in order to examine the differences in consumption behavior characteristics of key hitters participating in golf. Looking at this in detail, it was found that there was a statistically significant difference at the 0.1% level between the pursuit-seeking type of consumption behavior, the pursuit of others, the pursuit of uniqueness and individuality, and the pursuit of emotional pleasure according to the golf participation motive providing batter. That is, the show-seeking type, the following type, the pursuit of uniqueness and individuality, and the emotional pleasure-seeking type were found to be the highest in the case where the golf participant provided the motive for golf participation by themselves rather than their family members. As a result of the post-mortem analysis, co-workers/supervisors, business people, and the person themselves showed higher show-off, following others, and emotional pleasure-seeking types than if the golf participant was a family member. In addition, when the motivator for golf participation is a family member, the business person and the person themselves show higher characteristics of the province and the personality-seeking type than the family. It was found that there was a statistically significant difference at 0.1% level between the pursuit-seeking type of consumption behavior, the pursuit of others, the pursuit of uniqueness and individuality, and the pursuit of emotional enjoyment according to golf important companions. Looking at this in detail, it was found that there was a statistically significant difference at the 0.1% level in the pursuit of conspicuousness of golf consumption behavior characteristics, the pursuit of others, the pursuit of uniqueness and individuality, and the pursuit of emotional pleasure. That is, the show-seeking type, the following type, the pursuit of uniqueness and individuality, and the emotional pleasure-seeking type were found to be the highest in the case of business associates than in the case of family members. As a result of the post-mortem analysis, friends, co-workers/supervisors, and business associates showed a higher degree of show-off, others-following type, uniqueness and individuality-seeking type, and emotional

pleasure-seeking type than in the case of a major golf player being a family member.

Table 5. One-Way Variable Analysis of Differences in Consumption Behavior Characteristics by Key Hitters Participating in Golf

Variable		Conspicuous pursuit		Follower of others		Individuality-seeking		Emotional Pleasure seeking	
		M	SD	M	SD	M	SD	M	SD
Constituent indicators	Family(a)	2.62	0.66	2.95	0.76	2.71	0.67	2.97	0.83
	Friend(b)	2.93	0.97	3.10	0.91	2.93	1.05	3.14	0.97
	Colleague/Supervisor(c)	3.23	0.68	3.48	0.64	3.11	0.83	3.43	0.71
	Business person(d)	3.32	0.73	3.58	0.59	3.39	0.78	3.58	0.70
	Yourself(e)	3.66	0.71	3.81	0.73	3.67	0.84	3.96	0.64
F		16.131***		13.931***		12.143***		14.972***	
Post-hoc		a<c, d, e		a<c, d, e		a<d, e		a<c, d, e	
Important companion	Family(a)	2.71	0.74	2.96	0.76	2.66	0.74	2.92	0.82
	Friend(b)	3.34	0.71	3.53	0.71	3.12	0.84	3.63	0.77
	Colleague/Supervisor(c)	3.57	0.81	3.72	0.76	3.58	0.94	3.82	0.82
	Business person(d)	3.94	0.75	4.10	0.45	3.86	0.73	4.30	0.53
F		12.645***		11.084***		12.107***		14.898***	
Post-hoc		a<b, c, d		a<b, c, d		a<b, c, d		a<b, c, d	

***p<0.001

Combining these results and comparing them with previous studies, it is found that, in the case of other sports other than golf, friends, family, and one's own will are the main causes of motivation to participate [11]. It can be seen that the number of important factors is high. This means that golf consumers participate in golf to maintain relationships with other players such as bosses and business associates. Also, it can be seen that they have high conspicuous consumption characteristics [12,13].

5.2 Differences in other golf consumption behaviors among key hitters participating in golf

<Table 6> shows the results of a one-way ANOVA to find out the difference in golf consumption behaviors of important golf players. Looking at <Table 6> in detail, it was found that there was a statistically significant difference at 0.1% level for golf consumption behaviors such as place consumption, goods consumption, and media consumption according to the golf participation motive provided hitter. Looking at this in detail, it was found that there was a statistically significant difference between place consumption, equipment consumption, and media consumption in golf consumption behavior at the 0.1% level. In other words, it was found that place consumption, equipment consumption, and media consumption of golf consumption behavior were the highest in the case of the player himself/herself rather than the case where the motive for golf participation was provided by the family. As a result of the post-mortem analysis, it appears that co-workers/supervisors, business associates, and themselves have higher consumption of places, goods, and media than if the hitter who provided motivation to participate in golf was a family member. It was found that there was a statistically significant difference in golf consumption behaviors such as place consumption, equipment consumption, and

media consumption at the level of 0.1% according to golf important companion hitters. Looking at this in detail, it was found that there was a statistically significant difference between place consumption, equipment consumption, and media consumption in golf consumption behavior at the 0.1% level. In other words, it was found that place consumption, equipment consumption, and media consumption of golf consumption behavior were higher in the case of business related players than in the case of the important golfer being a family member. As a result of the post-mortem analysis, place consumption, equipment consumption, and media consumption were higher in the case of friends, co-workers/boss, and business associates than in the case of the important golf accompaniment hitter being a family member.

Combining these results and comparing them with previous studies, depending on the social influence received from the important other in society, it acts as a positive influence on sports participation [14]. This shows how important the key hitter is in sports participation. In addition, there is a high tendency to participate in golf as an extension of work related to business rather than with family or peer groups [15]. Therefore, I think that statistical differences appeared in all factors of golf consumption behavior.

Table 5. One-Way Variable Analysis of Differences in Other Golf Consumption Behaviors in Golf Participation Significant Hitters

Variable		Place consumption		Consumption of goods		Media consumption	
		M	SD	M	SD	M	SD
Constituent indicators	Family(a)	2.97	0.80	2.91	0.75	2.99	0.84
	Friend(b)	3.25	0.83	3.23	0.95	3.18	0.87
	Colleague/Supervisor(c)	3.60	0.67	3.46	0.73	3.52	0.65
	Business person(d)	3.66	0.64	3.67	0.65	3.53	0.61
	Yourself(e)	3.77	0.80	3.86	0.75	3.72	0.75
F		11.515***		14.254***		9.177***	
Post-hoc		a<c, d, e		a<c, d, e		a<c, d, e	
Important companion	Family(a)	2.99	0.72	2.90	0.76	2.99	0.76
	Friend(b)	3.52	0.74	3.43	0.77	3.40	0.71
	Colleague/Supervisor(c)	3.61	0.70	3.66	0.76	3.61	0.68
	Business person(d)	3.81	0.77	4.23	0.59	3.71	0.74
F		9.502***		14.884***		8.502***	
Post-hoc		a<b, c, d		a<b, c, d		a<b, c, d	

***p<0.001

5.3 Differences in other golf consumption behaviors among key hitters participating in golf

<Table 7> shows the results of multiple regression analysis to examine the effects of the consumption behavior characteristics of golf participants on golf consumption behavior. Looking at <Table 7> in detail, it was found that the consumption behavior characteristics had a significant effect on place consumption, goods consumption, and media consumption of golf consumption behavior at 0.1% level. Looking at this in detail, first, it was found that the conspicuous pursuit type of the consumption behavior characteristics, the following other person type, and the emotional pleasure pursuit type had a statistically significant effect at the 0.1% level

on the place consumption of the golf consumption behavior. When looking at the beta value, which is a relative contribution, it was found that the emotional pleasure-seeking type (.286), the display-seeking type (.265), the estimating others type (.262), and the uniqueness and individuality-seeking type (-.060) had an effect in the order. In addition, it shows an explanatory power of 43.8%. Also, it was found that the conspicuous pursuit type of consumption behavior characteristics and the follower of others had a statistically significant effect on the golf consumption behavior at the 0.1% level, and the emotional pleasure pursuit type statistically at the 1% level. When looking at the beta value, which is a relative contribution, it was found that the following type (.283), the show-seeking type (.255), the emotional pleasure-seeking type (.177), and the uniqueness and individuality-seeking type (.037) had an effect in the order. Also, it shows an explanatory power of 42.8%.

Combining these results and comparing them with previous studies, the behavior of sports consumers has various structures. It can be said that the more fashionable the person is, the more influential the golf consumption behavior [16]. In other words, the fashion-oriented type has a tendency to identify the consumer's conception of fashion in order to meet the role expectations of others [17]. It is thought that this result occurred because the more fashion-oriented or other-following types of sports consumers are, the higher their desire to imitate others in golf consumption behavior.

Table 7. Multiple regression analysis on the effect of consumption behavior characteristics on golf consumption behavior

Variable	Place consumption		Consumption of goods		Media consumption	
	β	t	β	t	β	t
Constant		6.077		5.338		6.835
Conspicuous pursuit type	0.265	3.983***	0.255	3.803***	0.306	4.401***
Follower of others	0.262	4.256***	0.283	4.568***	0.353	5.485***
Individuality-seeking type	-0.060	-.0852	0.037	0.514	-0.154	-2.091*
Emotional pleasure-seeking type	0.286	4.364***	0.177	2.676**	0.171	2.487*
R ²	.438		.428		.383	
F	63.277***		60.690***		50.424***	

***p<0.001

6. CONCLUSION

The purpose of this study is to investigate the effects of important hitting factors in golf participation on consumption behavior characteristics and golf consumption behaviors for golf participants. The results of this study are as follows.

First, it was found that the major players participating in golf had partial differences in consumption behavior characteristics. That is, the show-seeking type, the following type, the pursuit of uniqueness and individuality, and the emotional pleasure-seeking type were found to be the highest in the case where the player who provided motivation to participate in golf was themselves than in the case of family members.

In addition, the show-seeking type, the following type, the pursuit of uniqueness and individuality, and the emotional pleasure-seeking type were found to be the highest in the case of business associates than in the case of family members.

Second, it was found that the major hitters participating in golf had a partial difference in their golf

consumption behavior. In other words, it was found that place consumption, equipment consumption, and media consumption of golf consumption behavior were the highest in the case of the player himself/herself rather than the case where the player who provided the motivation to participate in golf was the family. In addition, place consumption, equipment consumption, and media consumption of golf consumption behavior were found to be higher in the case of business associates than in the case of the important golf player being a family member.

Third, it was found that the consumption behavior characteristics of golf participants partially affected the golf consumption behavior. In other words, it was found that the more the golf consumption behavior characteristics show off-seeking type, other follower type, and emotional pleasure-seeking type, the higher the golf consumption behavior was place consumption and equipment consumption. It was found that media consumption was higher in the type that pursues uniqueness and individuality, and the type that pursues emotional pleasure.

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