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**Factors Influencing Consumer's
Purchasing Intention towards Licensed
Sport Team Merchandise:
A Study of the Korean Market**

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체육교육과

김 희 준

Abstract

Factors Influencing Consumer's Purchasing Intention towards Licensed Sport Team Merchandise: A Study of the Korean Market

Hijun Kim

Department of Physical Education

Graduate School

Seoul National University

Licensed sport team merchandise is products that include the manufacture and team logo that is sold to the public. The purpose of the study is to find out what factors influence the purchase intention among licensed sport team merchandise in the Korean market. In detail, price, perceived quality, manufacture brand image, and team brand image, was measured in the study along with fanship reacting as the moderating effect.

To examine which elements influenced the purchase intention of licensed sport team merchandise, a survey method was conducted among random samples. Linear regression was conducted to see if price, perceived

quality, manufacture brand image, and team brand image influence the purchase intention.

The results of the study has shown that price, manufacture brand image, and team brand image were important elements for the purchase intention of licensed sport team merchandise. When fanship reacted as the moderator, the results showed that individuals became less sensitive about price, manufacture brand image, and team brand image.

**Keywords: Licensed Sport Team Merchandise, Purchase Intention, Price,
Manufacture Brand Image, Team Brand Image**

Student Number: 2011-21608

Table of Content

I. INTRODUCTION	1
1. Study Background.....	1
2. The Purpose of the Study.....	4
II. THEORY	6
1. Background.....	6
2. Self-Expression & Functional Benefit Representation Model.....	8
3. Functional Benefit Representation Model & Licensed Sport Team Merchandise.....	11
1) Perceived Quality.....	11
2) Price.....	12
4. Self-Expression Model & Licensed Sport Team Merchandise.....	14
1) Team Brand Image.....	14
2) Manufacture Brand Image.....	17
5. Moderating Effect of Fanship.....	20
1) Identity Theory.....	20
2) The Role of Fanship.....	24
6. Control Variables.....	31
1) Impulsivity.....	31
2) Mood.....	33
III. HYPOTHESIS	35
IV. RESEARCH METHOD	36
1. Procedure.....	36
2. Participants.....	37
3. Measurement.....	37
4. Instrumentation.....	38
1) Purchase intention.....	38

2) Price.....	39
3) Perceived quality	40
4) Manufacturer brand image	40
5) Team brand image	41
6) Fanship	41
7) Impulsivity.....	42
8) Mood	42
V. RESULTS	44
1. Participants	44
2. Descriptive Statistics	45
3. Hypothesis Testing	51
VI. DISCUSSION	57
1. Discussion and Findings.....	57
2. Theoretical Implications.....	59
3. Managerial Implications.....	62
4. Limitation and Future Research	65
VII. LIST OF REFERENCE	68

List of Tables

1. Questionnaire	43
2. Demographic Statistics	44
3. Demographic Detail for Teams	47
4. Mean and Standard for Each Team	48
5. Results of the Reliability Analysis.....	49
6. Summary of Key Variables	50
7. Results for the Independent Variable Towards Purchase Intention	51
8. Results for the Interaction between Variables and Fanship	54
9. Results for Low Fanship Group and High Fanship Group	56

Table of Figures

Figure 1 Hypothetical Structure.....	10
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I. INTRODUCTION

1. Study Background

Satisfying the desire for consumers in the sport industry, now, the game itself is just not enough. Various methods are necessary in order to fulfill these needs, and the key to this question would be providing diverse sport related tangible products along with a large selection of variety. Thus, licensed sport team merchandise would be the fundamental answer to this question. Licensed sport team merchandise has become a huge income resource for professional sport teams and leagues throughout the past decade. Most sport organizations, excluding major sport teams, are challenged by the costs to operate a team, but limited methods have been provided to generate more than a certain level of income, thus need to seek new ways to increase revenue outside the game.

Licensed sport team merchandise includes products from team uniforms manufactured by an apparel company and expands all the way to small rubber bands that have the team's logo or brand on it. Also, the total sale for licensed sports merchandise has become one of the biggest revenue sources in the professional sports industry (Mullin, Hardy, & Sutton, 2007). The willingness of consumers making purchases for sport product has made it possible for the sport merchandise market to expand in the past decade. The

increased sale of licensed sport team merchandise has been noticeable and the importance has been argued and researched by many scholars and practitioners.

Most of the research has been done based on the professional teams and professional leagues that currently exist in the United States, along with the teams and leagues in the European countries. Despite the fact that the U.S and Europe have the biggest sports fans and market, the Asian market, and especially the Korean sports market is growing every year. The European sports market has acknowledged the importance of selling licensed sport merchandise. An example would be Manchester United in the English Premier League, where they have expanded their market by selling licensed sport team merchandise related to Jisung Park who was the former captain of the Korean national soccer team. Brand image in the United States, the United Kingdom, and other European countries has become a critical issue for brand extension and marketing methods for professional sport teams and leagues (Bauer, Stokburger-Sauer, & Exler, 2008). This shows that Western countries have understood the importance of brand image, and that it has effect on expanding their market size. Thus, the professional sport industry started to acknowledge the importance of controlling their brand image to their consumers.

Despite the fact that most research has been done in the Western countries, little research has been done in the market for licensed sport team merchandise in the Korean sport industry. The Korean sport market possesses

a unique culture that is different from the western sport industry. For example, an individual might purchase sports related merchandise although they may not be a fan of the team. Little research has been conducted on the influence of how licensed sport team merchandise impacts the professional sports industry in Korea. The market for Understanding the importance of what factors influence the purchase intention for these products will provide professional teams with a new possibility to increase fans and profit at the same time.

The factors revealed in the study will provide detailed information on what the fans want. Finding the relationship among sport fans and their consuming behavior when it comes to license sports product is important (Lee, Shin, Park, & Kwon, 2010). By this, the professional teams will have valuable resources on determining which element will attract more fans by creating licensed sport team merchandise that the fans are willing to purchase, while the Korean sport industry has the opportunity to create more profitable income options. This will lead to vitalizing the licensed sport merchandise industry in Korea.

Kwon and Trail (2010) stated that professional teams have not looked in depth in sales with licensed merchandise even though this category comprises a significant amount of revenue for many sport organizations. However, due to the lack of research and the potential financial threat that

might occur when entering the business, this has made professional sport teams underestimate the importance of merchandising.

2. The Purpose of the Study

The purpose of this study is to determine the various factors that influence the purchase intention and analyzing the various reasons behind purchasing licensed sport team merchandise. The licensed sport merchandise market in the United States and the Korean market may have different factors that influence consumer's purchase intention compared to previous studies, which have been conducted mostly at schools and in the United States. The lack of interest and investment in the licensed sport team merchandise market among the professional sport teams in Korea could be explained because of the limited amount of research done in this area. Thus, providing useful information for the professional sport industry by discovering the key elements that influence purchase intentions towards licensed sport team merchandise is the main purpose of the study.

This study will use perceived quality, price, manufacture brand image, and team brand image as the key variables that would influence consumers to lead to the intention to purchase licensed sport team merchandise. Additionally, fanship, impulsivity, and mood will be used as the moderator to see the impact differential among different attributes. Moreover, a structural model will be

designed to better explain which antecedents have an influence on purchase intentions towards licensed sport team merchandise. Finally, this study will suggest implications for researchers, marketers, and practitioners in the sports industry, as well as providing marketing strategies using licensed sport team merchandise.

II. THEORY

1. Background

Licensed sport team merchandise is a definition that has combined meanings all together. Breaking it down to three words, license, sport team, and merchandise, makes it easier to understand the definition of licensed sport team merchandise. Licensing is a business arrangement in which the licensor (sport team) grants permission to licensees (manufacture companies) so the licensees can manufacture products carrying the licensor's logo or trademark (Kwon, Kim, & Mondello, 2008). The definition of sport team is a sport that has players involved which work together towards an orientated goal. Thus, expanding the meaning of sport team, here the study would apply and limit the boundaries of sport team to professional sport teams. The general definition of merchandise is purchasing and selling goods or products. Thus, the meaning of licensed sport team merchandise is products that the professional sport team grants permission by selling their team itself as a product for manufacturers to sell goods for consumers.

Previous studies did not show the clear definition of what licensed sport team merchandise is and little interpretation has been done on what the definition of sport team licensed merchandise is. According to Kwon and Armstrong (2002), the meaning for sport team licensed merchandise refers to

products that contain the name, logo, or other brand markers of a sport team. Based on the meanings of the definitions that the previous studies have used, in the context of this study, licensed sport team merchandise will refer to products that have the team's brand or logo, and the manufacturer's brand or logo, while it is also being sold to the public. For a better understanding, a uniform that has Nike (manufacture brand) while it has Real Madrid's (Professional Soccer team) logo, or a cap that has LIDS (manufacture brand) and the Boston Red Sox (Professional Baseball Team) would be considered a licensed sport team merchandise.

The definition of purchase intention is the possibility of the consumers of purchasing a product (Zeithaml, 1988, Dodds, Monroe, and Grewal, 1991, and Grewal, Monroe, and Krishnan 1998). People would make plans to purchase a particular product for various reasons. Consumers tend to make purchases when they find a bond with a specific firm (Harris & Goode, 2004: Reichheld & Sasser, 1990). Thus, purchase intention is not just a simple method of purchasing a good, but rather a complex pathway.

Previous studies show that when consumers obtain personal benefits, they tend to engage in post-purchase behaviors (Fornell, 1992: Parasurman, Zeithaml, & Berry, 1991: Zeithaml, Berry, & Parasuraman, 1996). This shows that purchase intention may be used to predict real life purchasing behaviors among the consumers. If the purchase intention increases, an increase of the

possibility of purchasing occurs as well. Also, various factors are measured and applied when it comes to figuring out what variables tend to have an effect towards the consumer's purchasing intention among sport merchandise.

Applying this to the licensed sport team merchandise industry, as the purchase intention becomes greater among the fans, there is a higher possibility that fans will purchase more team merchandise in the long run. In the early 90's, Wann & Branscombe (1993) has started research on the purchase intention of sport products. After this, various studies have been done to identify the reasons on why consumers purchase licensed sport team merchandise. The various factors that have been reviewed by previous research related to the licensed sport team merchandise are team identification (Kwon, Trail, & James, 2007; Ozer, & Argan, 2006; Kwon, & Pyun, 2009; Kwon, & Trail, 2010; Kwon, & Armstrong, 2002, 2006. , product attributes (Lee, Trail, Kwon, & Anderson, 2011), team brand image and (Bauer, Sauer, & Exler 2008), manufacture brand image (Kwon, Kim, & Mondello, 2008).

2. Self-Expression & Functional Benefit Representation Model

The self-expression model by Aaker (1996) shows how the brand is perceived by the individual, and how they would like to see themselves through the brand. Thus, the model is that individuals use the brand as a method in order to express their personalities. The model not only works in

one way, but through various ways. It reacts as an identity statement and it also works for what feelings are triggered among the individuals by the brand. The model shows that the individual expresses the identity of themselves through using the brand.

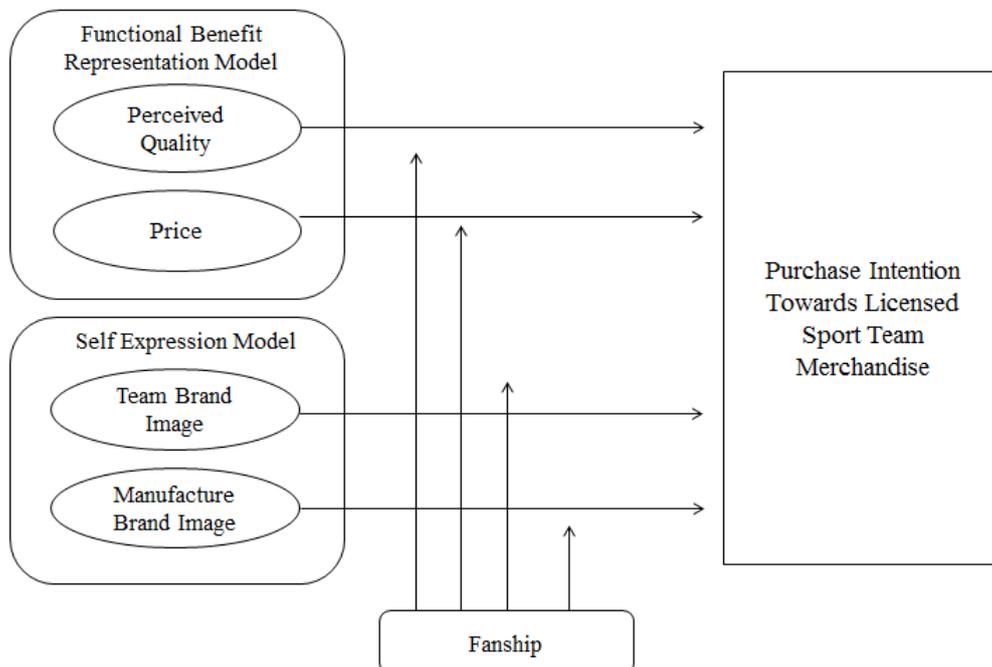
Most people tend to be associated with a group, and this tends to be more favorable among sport fans. The self expression model would explain why team brand image impacts sport fans to purchase team related merchandise, since it connects them together by putting themselves in highly visible products to be shared among others. Through this, the research would try to explain why and how the sport team brand image would have an effect towards the consumer, whether they are fans or not, when looking into their purchase intentions. Chen, Chen, & Huang (2012) and Lee and Trail (2012) have done studies where fans showed a more favorable attitude towards team brand, thus leading to purchasing sport merchandise.

The functional benefit representational model by Aaker (1996) is how the brand personality is the medium and indirectly puts value, which represents the functional benefits of the brand. In brief, the model shows that the brand personality can represent the functional benefits and brand attributes. The model explains that the individual would perceive the brand based on the name or image of the brand. This model explains how brand uses associations to show their functional benefits, which is an easier way than letting the

consumers know that certain benefits exist within the brand (Aaker, 1996). In the current study, perceived quality and price reacts as a benefit to the consumers and see how it reacts among the different level of fanship.

Figure 1 show how the model of self-expression and functional benefit representation applies to the licensed sport team merchandise content. The values in the table will connect with the four key attributes listed in the the text to fit the current study; the functional benefit representation model will be interpreted into perceived quality and price; the self expression model table to explain itself in the sport content. The first category shows the key

Figure 1
Hypothetical Structure of the Variables on Purchase Intention for Licensed Sport Team Merchandise



values of the functional benefit representation model. In the sport context of licensed sport team merchandise, the four attributes will be interpreted into team brand image and manufacture brand image. After this, the table shows that fanship will be the moderator used in this study to show how it affects the four attributes, and to see how each attribute reacts differently towards the purchase intention for licensed sport team merchandise. Impulsivity and mood will also be examined and see how it has an effect towards the purchase intentions depending on the level of fanship.

3. Functional Benefit Representation Model & Licensed Sport Team Merchandise

1) Perceived Quality

For purchasing products, the perceived quality has acted to be an important determinant for consumers, and has been a key influence on purchase decisions. This is also applied in the sport context and especially for licensed sport team merchandise. The definition for perceived quality is how the consumer judges the product's overall excellence or superiority, but is not the real quality of the product and can be subjective (Zeithaml, 1988). However, this definition only looks into the positive side of the perception of the quality. Thus reinterpreting this into the sport industry and in this paper, the perceived quality would be how the consumer judges the sport merchandise positively or negatively.

Previous study shows that perceived quality is an important determinant for purchase intentions. Studies have empirically looked into how perceived quality had an effect on purchase intentions generally (Dodds et al., 1991; Monroe and Krishnan 1985). An empirical study in the sport context was done by Kwak, and Kang (2009) has shown that perceived quality explained 43% of the overall variance in purchase intention for licensed sport merchandise and that it had a stronger impact than the self-image congruence measured in the study. Thus, this shows that perceived quality is an important determinant for consumers in the sport industry, especially when it comes to purchase intentions towards licensed sport team merchandise.

2) Price

When it comes to purchasing licensed sport team merchandise, price has been an important factor. The definition of price is what consumers pay to acquire products from a seller. For the behaviors for general consumption for products, Lutz (1977) has stated that product attributes, including price, influences consumption. These antecedents may be used in the industry for sports merchandise to explain why price and quality are critical elements for consuming goods in this area.

In the sports industry various research has concluded that price and quality are important features of purchasing licensed sport merchandises. Lee,

Trail, Kwon, & Anderson (2011) have emphasized the importance of product attributes such as the price and quality of the product to be influential factors when it comes to sport product consumption. Their study used the convenience sampling method and collected surveys among college students. Measurements were done for price among individuals that have participated in the survey, where they possessed licensed sport team merchandise. The perceived value (PERVAL) scale was used to determine the relationship between price with purchase intentions. The results from the study showed high internal consistency that price affected purchase intention among sport team merchandise.

Determining whether or not the level of price attracts consumers, was explored by Raghubir and Corfman (1999), outside the sport industry, where their study showed that lower prices would affect purchase intentions. The study has used a 2 X 2 survey method, and collected data among college students, with a 9 item, seven-point semantic differential scale was used. The results showed that price would have a positive affect towards consumers when the price was low and hence, showed a higher purchase intention in the general population.

Kwon & Armstong (2006) showed that the price of sport merchandise would positively impact purchase intention depending on the level of for the product. The study collected surveys from college students. The findings in the

study showed a 9% variance with the relationship between product price and purchase behavior (Kwon & Armstrong, 2006). This could be linked to the importance of the price, where the price of the product would lead to a positive purchasing behavior, which could later lead to positive purchase intentions. The previous studies shown above imply that the level of price and quality would influence consumers on purchasing licensed sport team merchandise.

4. Self-Expression Model & Licensed Sport Team Merchandise

1) Team Brand Image

The team brand image refers to the team's value which the consumer perceives. Bauer and Sauer (2005), also emphasized the importance that brand has become a key factor in the sports industry. Bauer, Sauer, and Exler (2008) stated that the definition of team brand image is the cumulative product of brand associations in the consumer's mind. Trail, Anderson, and Fink (2000) stated that different variables including team brand image has an impact on the intention to purchase merchandises. Brand image is thus closely related towards the purchase intention on licensed sport team merchandise since the perceived image differences among consumers are received in various ways.

Laroche, Kim, and Zhou (1996) found that, among the different brands used in the study, the beta coefficient ranged from .41 to .48. The studies show that the purchase intention for a product would be followed by

the brand image that the consumers perceive. Brand image for the sport team is on a similar page whereas the consumers connect themselves with the team's brand image. The importance of the team brand image towards purchase intention was found in the study done by Li (2003). His study has found that higher level of brand image had a positive significance towards future purchase intentions among different age groups.

Similar to prior research, Bauer, Sauer, and Exler (2008) developed a scale to measure the team brand image with a 7-point Likert Scale. Surveys were done among fans of German soccer teams. The results from the study showed that the brand image is affected by the attributes of the brand's product. Also, team brand image was an important attribute when it came to purchasing sport merchandise. This means that with a better brand image, there would be a higher possibility of having a higher purchase intention towards licensed sport team image because it satisfies the needs of the consumer. The importance of creating a positive and strong team brand image is strongly needed in order to create a positive influence towards licensed sport team merchandise.

Team brand image and the personal value is closely related to each other, and hence will be used in this study to provide a better understanding for team brand image. According to Rokeach (1973), personal value is defined as the established belief that results in a specific mode of behavior or end-state

existence. Thus, the personal value theory is an approach to understanding how people value something and why so. The value system may be different among individuals based on the culture and personal values. A study done by Homer and Kahle (1988), found the relationship on how values, attitudes, and behaviors in the shopping theme influences the formation of attitudes and impacts consumer's behavior. Homer and Kahle suggested that attitudes play a mediating role between values and behaviors. Based on previous theories and studies, there is a relationship between brands, which is attitudes, and the intention to purchase products.

A study done by Lee and Trail (2012) has shown how personal value has an influence towards the consumer's purchase intention towards sport team merchandise. Values and goals explained around 9% of the variance when it came to merchandise purchasing behaviors. On the other hand, values and goals did explain 28% of the variance in team identification. The study explained on how various independent values influenced the purchase intentions among the consumers. This could also imply that consuming behavior could not be explained by just one value, but instead through various values, and that variables such as team identification can have a moderating effect towards purchase behaviors (Lee, Trail, 2012).

2) Manufacture Brand Image

Understanding the meaning of brand image is important since it has been treated and interpreted differently among scholars in previous studies. Prior studies have explained brand image in their own type of sense. Brand image is a set of product attributes which links and connects to the consumer's attitude and later associates them into the brand itself (Biel, 1992). According to Meenaghan (1995), brand image is the product knowledge that enables consumers to identify a specific brand. Aaker (1996) also argued that a strong brand images will make the consumers develop a positive attitude towards the brand, which will later be transferred into a higher value among the individuals. Blackwell, Miniard, and Engel (2005) define how brand image has tangible and intangible connections with consumers. Bhat and Reddy (1998) described brand image as an information prompt. The merchandise brand image refers to the company's perception of which the consumer perceives. A study done by Kotler (1999), showed that the level of the brand image had different perspectives when it came to purchasing products. Thus, to simplify the definition of merchandise brand image, it would be items that have logo or brand of the manufacture, and how consumers perceive that image.

Studies regarding brand image was done outside the sport industry before it gained attention, which shows that brand image is an important factor

in diverse areas. The relationship between brand image and purchase intentions was evident in the empirical test done by Mitchell and Olson (1981). The study was done by running an experiment where 71 undergraduate students participated in a 4 X 4 Latin square using four different brands and four different image ads. They concluded that brand image has influenced the consumer's intention when it comes to purchasing product goods. This significance can be connected to the licensed sport team merchandise where the attributes are key components. From the key components from previous studies, brand image would be the key attribute that would be mainly handled within this research.

Another studied revealed that a higher manufacture brand image leaded to a higher level of purchase intention (Grewal, Krishnan, Baker, & Borin, 1998). Their study was done among college students where a 2 x 2 x 2 subject experiment was conducted with two stores, two brand, and two discount levels. Students in the survey showed that they preferred a store that was well known for their manufacture brand image compared to a low brand imaged manufacturer. The study has shown that there is a positive relationship between the manufacture brand and purchase intention, while it also positively influenced purchase intention among customers.

Chen, Chen, & Huang (2012) proved that manufacturer brand image was the most important dimension affecting purchase intentions for sport

merchandise. Research was done using a survey methodology among college students, and through the results, it showed that there was significance between brand image and purchase intentions. Based on this study, it could be said that the brand has a powerful influence to consumers when they make purchasing decisions. This could be related to the sports industry where the fan could connect to the brand image of the team and manufacture, which in the later stage would have a potential to make purchases towards licensed sport team merchandises.

Kim and Lee (2002) had a study done where different Korean manufacturer brands were measured among different sports. The four manufacture brands used in the study were Rapido, Pro-Specs, Activ, and Lecaf. The results turned out to be that the brand image among these four different companies were preferred differently depending on the sports. Rapido and Pro-Specs were preferred among consumers that were involved in soccer, basketball, and volleyball, while Activ and Lecaf were preferred in jogging and cycling. Although different brands were preferred in different types of sports, the study supports the fact that manufacture brand image are the key factor when it comes to purchase intentions.

Previous researches suggest that brand image has a relationship towards purchase intentions of sport products. In this study, the manufacture brand image will be one of the key factor measured to find out the extent

where individuals place an importance on how people perceive the manufacturers brand image and how it would influence purchase intentions towards licensed sport team merchandise.

5. Moderating Effect of Fanship

1) Identity Theory

In the sport context, in general, a fan could be defined as someone who perceives him or herself as a fan of a certain team or a sport in general (Dietz-Uhler, Harrick, End, & Jaquemotte, 2000). For example, a fan could be someone that supports a team such as Chelsea FC, or someone that defines them as loving to play soccer. Thus, a sport fan is determined by their self-willingness of attaching him or herself specifically as either being a spectator, follower, involver, and supporter that shows great devotion for that sport.

The identity theory that will be used for this study is based on Stryker & Serpe (1994) where it views identity as the outcome of the individual's expectations depending on the situation. An individual may choose what role they would play, for example, academic roles, athletic roles, and dating roles (Serpe, 1987). After this, the individual would play the role that they have identified themselves based on their decision. Also, as the level of involvement is higher, the individual tends to play a higher commitment in their role, where identity becomes the key feature of behavior (Stryker & Burke, 2000).

Various researches have revealed that the level of team identification has a relationship with purchase intentions of licensed sport team merchandise, which will be handled later in the study.

The definition of social identity is categorizing the individual in various terms. This could be race, gender, religion, political party, or with a professional organization (Underwood, Bond, & Baer, 2001). If the individual believes that they belong to a group, they may identify themselves as the group and share the group's accomplishments. This would be applied to the sport industry with team identification, where the individual would relate them as part of the team. Team identification is where the individuals, mostly fans, have something in common with their favored sport team. The definition for team identification according to Mahony (1995) is "the degree to which a fan defines him or herself by the same attribute that defines the sport team." A consumer might be willing to create their own type of desirable identity that has attributes that the individual is seeking for, while the person can associate themselves through the product (Dittmar, Beattie, & Friese, 1995). As the consumer creates an identical bond with the team which they are satisfied with, this could lead to a higher possibility to make purchases towards licensed sport merchandise.

From the study from Trail, Anderson, & Fink (2005), they have found that the level of team identification influenced the emotion of the individuals.

Higher team identification was shown to have a positive influence on purchasing behaviors among the fans. Ozer and Argan (2006) found that team identification influenced consumers to purchase licensed merchandise and that team identification was the most important factor when making purchases. The study was conducted at a professional soccer club team store, where surveys were passed out to measure the factors that influence the purchase of licensed merchandise.

A meaningful correlation was found among team identification and purchase behaviors. Kwon & Pyun (2009) verified and found a high significance where high team identification has a positive influence on purchasing intentions towards sport merchandise. Individuals with low team identity tend to make fewer purchases involved with sport merchandise because they were not able to connect themselves to the team. The study analyzed the mediating effect by setting team identification as the independent variable and setting purchase intention as the dependent variable. Choi, Park, & Lee (2006) revealed that the level of team identification has significance among purchasing intentions. The study was based on a survey methodology which involved participants that liked professional soccer. The level of team involvement influenced the purchase decision on whether the merchandise is a licensed sport merchandise or ordinary sport merchandise. It showed that those that had higher team involvement showed more interest in their team, thus

represented higher team identification and led to a higher intention to make purchases toward licensed sport merchandises.

Other researches supported the fact that team identification influenced purchasing. A study of impulse purchasing of licensed sport merchandise was done by Kwon & Armstrong (2002). Impulse purchasing could be looked as an element of purchasing behavior. Their study has found a significant positive relationship among sport team identification and impulse purchasing. This was also expanded on to finding the relationship between the independent variable and dependent variable. The independent variable was team identification and the dependent variable was the money spent on sport merchandise. The standardized coefficient of beta was .468, which indicated that a positive relationship was found among team identification and the money spent on team merchandise. Overall, team identification explained 16% of the variance when it came to purchasing.

A study done by Kwon, Trail, Anderson, and Lee (2004) showed how team identification related to purchasing licensed team apparel. They have concluded that sport consumers buy licensed sport team merchandise for their personal satisfaction and by associating themselves with the team. The research was supported with a 28% variance in team identification when purchasing licensed sport among college students. This could be interpreted

that being a fan has a positive influence on making purchase decisions for licensed sport team merchandise.

The results shown from the previous research indicate that there is a positive relationship between team identity thus fanship and licensed sport team merchandise. With higher team identification, the consumer would have a higher intention of making purchase intentions for sport merchandise, and that fans are willing to make purchases.

2) The Role of Fanship

Price has been an important factor when it comes to purchasing licensed sport team merchandise. Previous studies have shown the moderating role of fanship in the relationship between price and purchase intention. A study by Kim (2005) was done among college students using a survey methodology. Here, the results turned out to be that when it comes to purchase intention as a non-fan, the most important factor to purchase sport merchandise was price, which showed a significant level ($t=1.969$, $p<.049$).

Another empirical study supports the fact that price among fans has an influence towards purchase intention on license sport team merchandise. Kwon and Armstrong (2006) have suggested that price explained 9% of the variance on associated to the purchasing behavior among college students. The financial availability among student has made them more sensitive to price,

even though they were loyal fans of their school team. However, there was a contrast study done by Kwon and Armstrong (2002) where financial availability among students did not have an influence on purchasing behaviors. So based on the two previous empirical studies, we can say that despite the fact of being a fan, price plays an important role on purchasing decisions.

Previous research done by researchers has mostly focused on how fans respond to price and how it effects the purchase decisions. This study would come in a different approach by using the Theory of Consumption Values (Sheth, et al, 1991). First, the difference among fans and non-fans towards the purchase intention of licensed sport team merchandise has not been examined in previous researches. Thus, looking into what elements of price and how fans or non-fans perceive that factor will be examined in this study.

Previous studies have mentioned on how fanship has been the mediating role in the relationship between manufacture brand image and purchase intention. Kwon, Kim, and Mondello (2008) argue that the manufacture brand influences the customer's attitude and the intention to purchase licensed sport team merchandise. In their research, they used three types of brands, which were Nike, Starter, and Specs, to measure the effectiveness of the manufacture's brand image when it comes to purchasing sport products. The survey was done among college students that had high

team identification, and thus being a fan of the school and team. The results showed that the three manufacture brands were statistically distinguished with each other, where Nike scored a higher purchased rate than Starter, and Starter scored a higher score than Specs. By this, we can conclude that the manufacture had an influence to determine whether or not it would be valuable to make purchase decisions among fans.

A study done by Ko, Kim, Claussen, and Kim (2008) showed that a higher manufacturer brand image, consumers were likely to have a higher purchase intention. The research was done among consumers that were going to watch a soccer game during the FIFA World Cup, using a survey methodology, prior to the game. A total of five areas were measured in the study including; demographic information, sports involvement, sponsor awareness, corporate image, and purchase intention. The results showed that sports fans tend to have a direct and positive influence on future purchase intentions, where the path coefficient from manufacture brand image to purchase intention was .35. The findings from the study clearly showed that higher manufacture brand image among consumers have a positive influence towards licensed sport team merchandise. However, the study lacked information on dividing the consumers into fans or non-fans.

Choi, Park, and Lee (2006) also show how fans are the moderating role when it comes to the relationship between manufacture brand image and

purchase intention. A survey method was used among soccer fans, where three major parts were looked closely within the study. Out of the three, measuring the relationship among fans in terms of manufacturer and their purchase intention was on top of the list. The results showed that fans had a higher interest in the manufacturers brand image because they were fans, and that it also led to a higher possibility of purchase intention towards future decisions. The manufacturer brand image was revealed in this study, where it was also had a higher preference among the fans. Nike and Adidas received a higher brand image, whereas Puma and Umbro were less preferred among the fans, even though the level of their fanship was different. This study shows that manufacture brand image plays a significant role towards purchase intentions.

While previous studies focused on the relationship between on how fans have been the moderating role on the manufacturer brand image, another study by Back and Lee (2004) shows how manufacture team brand image is also important among non-fans. Their study was conducted among college students with a survey method, and the results show that the perceived manufacture brand image had a positive significance within 5%. Another study was also related to non-fans done by Youn and Bok (2003). They concluded that higher manufacture brand image perceived by consumers resulted in a higher possibility towards purchase intention. Seven different manufacture brands were used in the survey; Nike, Puma, Adidas, Fila, Lecaf, Pro-Specs,

and Reebok. Nike had the higher manufacture brand image and Lecaf had the lowest manufacture brand image. This shows that the manufacture brand image is an important factor when consumers purchase sport merchandise (Youn & Bok, 2003). Based off of previous research, most have been done off of fans rather than non-fans. Thus, this study will examine the difference on how fans or non-fans perceive manufacture brand image, and look in depth at how this would influence the purchase intention towards licensed sport team merchandise.

Lots of studies have been done on how fans react toward their favorable teams, thus being a fan with high team identification. A research was conducted by Ahn, Suh, Lee, and Pederson (2012) where the level of fanship has an influence on the team brand image and purchase intention. They have used a convenience sampling method online to see how fans react with the change the team's brand logo, thus the image of the team itself. The level of team brand image and the relationship of measuring the purchase intention were different; one team had minor image changes, here the Utah Jazz and the other had major image changes, which was the Golden State Warriors. However, despite the level of changes made on both team images, the purchase intention turned out to become higher than the previous intention that fans had. This study clearly shows that the team brand image would have a high influence on purchase intention.

Similar to previous studies, Ozer and Argan (2006) stated that when it comes to purchase intentions, the high level of team identification, thus high fanship, was shown to be the highest on the five point Likert Scale, with an average of 4.7143. The study supported that high fanship related to having a higher team brand image, which led to have a higher purchase intention. The methodology used in this study was gathering surveys with questionnaires, along with interviews, and was taken place at a professional soccer team store. The results of the study once again show how high team brand image among fans has a positive influence towards purchase intention among licensed sport team merchandise.

The study of how school identification and team identification, thus being fanship, has an effect of purchase intention towards the team brand was done by Kwon and Pyon (2009). They found the significance of how being a fan of the team shows a positive significance on the purchase intentions based on the team brand image through a survey study done at a university. Thus having a high team brand image while being a fan of that team leads to a positive chance of purchasing licensed sport team merchandise.

Most of the studies looked at how fans or consumers tried to identify themselves with their favorable team and linked it towards the purchase intention. However, it lacked the information of how the consumers, whether or not they are fans, and especially for non-fans, perceived the actual brand

image of the team. Thus the study will look in depth at how fanship, which is being a fan or not, is different when perceiving the team brand image, and seeing the impact towards the purchase intention for licensed sport team merchandise.

Previous research has looked into how fans and impulsive purchase behaviors have a relationship. The study done by Kwon and Armstrong (2002) shows how fans, especially students, have different factors when it comes to purchasing team merchandise. The findings of the study shows that fans tend to make impulsive purchasing behaviors due to the level of shopping enjoyment, team identity, along with time and money availability (Kwon and Armstrong, 2002). This research may explain why fans make impulsive purchase decisions, but lacks the information on how non-fans would have purchase intentions due to impulsivity for licensed sport team merchandise.

Prior research has found the relationship of impulsivity and purchase intention among fans, but comparing and putting fanship as a moderator and determining the different effects have not been examined in previous researches. Also, a clear explanation or a vivid answer is not found in prior research. Thus, this study will find how fanship has a moderating effect when it comes to impulsivity and purchase intention for licensed sport team merchandise.

An empirical study done by Kwon and Trail (2010) shows that mood has a positive effect towards licensed sport team merchandise. A survey method was used among college students using a questionnaire experiment. Their research revealed findings that consumers with a positive mood are more likely to engage in purchase decisions for licensed sport team merchandise. Also, the results have shown that consumers tend to recall less objective information about the product when they are in a positive state of mood (Kwon & Trail, 2010). This shows that mood is closely related to the purchase intention of license sport team merchandise, and that consumers have a higher possibility in making actual purchases.

However, there has not been enough research done on this topic regarding mood and the purchase intention of licensed sport team merchandise, and hence requires more research on this area. Also, the previous study focuses on the purchase intentions of fans rather than the ordinary non-fan consumers. The research will look into the difference among fans and non-fans when it comes to the relationship of mood and the purchase intention for licensed sport team merchandises.

6. Control Variables

1) Impulsivity

The Definition of impulsivity is the tendency to respond quickly without reflection (Murray, 1938). However, the definition was defined into

two different perspective by Carrigan (1960) and Eysenck & Eysenck (1977). Impulsivity was viewed in a single dimension of making easy decision making (Carrigan, 1960). On the other perspective, impulsivity was viewed to have four different dimensions, thus being more complicated than Carrigan's interpretation of impulsivity. The four factors were the impulsivity in the narrow meaning, risk taking, non-planning, and liveliness (Eysenck & Eysenck, 1977). The importance of impulsivity in purchasing behavior was emphasized in previous studies through various researchers (Beatty & Farrell, 1998; Dholakia, 2000; Hausman, 2000; Rook, 1987; Rook & Hoch, 1985).

In the sport industry, an empirical study done by Kwon & Armstrong (2006), showed that impulsivity is an important key element when it comes to purchasing licensed sport team merchandise. The study was done from students enrolled in a University in the United States. The results turned out to be that the four factors of impulsivity by Eysenck & Eysenck (1977) had a positive effect of purchasing licensed sport team merchandise among college students, and that impulsivity explained 4.41% of the total variance of buying sport team licensed products. This research explains that impulsivity plays a key role in regards the purchase intention and that the factors of risk taking, non-planning, liveliness, and impulsive in the narrow sense are important elements that corresponds with sport consumption (Kwon & Armstrong, 2006). Thus, impulsivity will be used as one of the key control factors in this study to

explain how and why consumers make purchase intentions for licensed sport team merchandise.

2) Mood

The definition of mood does not have a clear meaning because of similar terms used such as emotion and feeling. However, from previous studies, Moore and Isen (1990), defines mood as being pervasive, whereas emotion is more target orientated. Another research defines mood as the feeling states that are subjectively perceived by individuals (Gardner, 1985). Thus, mood will be used in this study as the state of feeling in a specific situation and will look further into how it influences purchase intentions. Previous researches provide evidence that different levels of mood have a different effect. Fielder (2000) states that positive mood encourages internally driven, top down, and simple thinking approach, while negative mood possesses an externally driven, bottom up, and complex thinking approach.

Previous studies have focused on how emotion among specific groups, especially fans, has an influence towards sport consumption. Trail, Anderson, & Fink (2005) also found that the level of emotion has an effect of towards sport consumption. The study shows the purchase intention of intangible product rather than tangible products, thus, the study lacks the information on how mood has a relationship with the actual purchasing intention towards

licensed sport team merchandise. So, this research will focus on how mood has a control effect among consumers toward the actual tangible product, which is licensed sport team merchandise.

III. HYPOTHESIS

- H1. Perceived quality will positively influence the purchase intention on licensed sport team merchandise.
- H2. Price will positively influence the purchase intention on licensed sport team merchandise.
- H3. Manufacturer brand image will positively influence the purchase intention on licensed sport team merchandise.
- H4. Team brand image will positively influence the purchase intention on licensed sport team merchandise.
- H5. The impact of perceived quality on purchase intention will be stronger when fanship is low rather than high.
- H6. The impact of price on purchase intention will be stronger when fanship is low rather than high.
- H7. The impact of manufacture brand image on purchase intention will be stronger when fanship is low rather than high.
- H8. The impact of team brand image on purchase intention will be stronger when fanship is low rather than high.

IV. RESEARCH METHOD

1. Procedure

The respondents were asked if they would voluntarily participate in the survey, and if not, the survey did not show up for the participant. The time to fill out and complete the survey was approximately around 10 minutes. The first question asked to the respondents was for each individual to choose the team preference based on the top 7 teams along with an option to choose neither team. The top seven teams of the 2013 Korean professional soccer league were: Pohang Steelers, Ulsan Hyundai, Jun Book Hyundai, FC Seoul, Suwon Bluewings, Incheon United, and Busan Ipark. The home team uniform image was shown for each team depending on the preference that the respondents have selected. For those that have selected none, a single random image from the seven images was shown to the respondent. The image included information of how much the product was for the uniform.

After the respondent chose which team they preferred, then they were asked the purchase intention of the image that they have previously seen. After all the questions were answered under this category, they were then asked about the price related to the image. Questions related to the image were also asked in perceived quality, manufacture brand image, and then team brand image. After all these questions were asked related to the image that the

respondent has seen, personal traits of impulsivity and mood was asked, followed by filling out the demographic information to finish the survey.

2. Participants

The respondents (n= 235) for the main study were divided into two groups: one that are fans of a specific team, the other being non-fans. Samples were collected randomly by asking them through the questionnaire of either being a fan or not among the 7 top teams in the Korean professional soccer league in the 2013 season. Also, samples were collected from only adults that were 19 or above on the date of filling out the survey. A random sampling method was collected using paper surveys and through online surveys using Google Docs. A total of 239 surveys were distributed and a total of 235 surveys were returned with a 98.3 percent return rate.

3. Measurement

Survey methodology has been used to collect data among the subjects. All items were adapted from existing scales and modified to fit the study. The items has been measured based on a 5-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). The basic questionnaire used in the study is shown in table 2.

4. Instrumentation

The questionnaire included:

- ◆ Purchase intention
- ◆ Perceived quality
- ◆ Price
- ◆ Manufacturer brand image
- ◆ Team brand image
- ◆ Fanship
- ◆ Impulsivity
- ◆ Mood

1) Purchase intention.

A four item 5 point scale was adopted where three questions were from Kwon, Trail, and James, (2007) and the other question was from Ko *et al.*, (2008). These questions were modified to fit the studies' purpose of finding the purchase intention for licensed sport team merchandise. The 5 point scale from strongly disagreeing to strongly agreeing was used for the following questions asked to the respondents: "The probability that I would consider purchasing the licensed sport team merchandise of the image is high", "I would consider purchasing the licensed sport team merchandise of the image at the price listed above", "I would purchase the licensed sport team

merchandise of the image”, and “I am willing to purchase the licensed sport team merchandise of the team in the image”.

2) Price

The measurement scale that was used in this study for price will be based on Sweeny and Soutar (2001), which is named the PERVAL Scale. The scale was developed based on the utilitarianism and hedonic elements to measure the consumption value in making purchases in retail based environment. Two subscales of emotion and social represent the hedonic element whereas price is the subscale that represents the utilitarianism element of the scale. The subscale of this PERVAL scale showed to be internally consistent in measuring the consumer’s experience after they made a purchase. This scale was tested by Lee et al. (2011) within the licensed sport merchandise context. The study incorporated that price and quality subscale from the PERVAL scale had good internal consistency. Thus, this scale has been modified and used in this study to measure price among licensed sport team merchandise.

A four item 5 point scale was adopted from Lee *et al.*, (2011) and modified to fit the current study. Respondents were asked the following questions after seeing the image of their team that they have chosen from the previous question: “The image of the licensed sport team merchandise is

reasonably priced: (strongly disagree to strongly agree)”, “The image of the licensed sport team merchandise offers value for the money: (strongly disagree to strongly agree)”, “The image of the licensed sport team merchandise is a good product for the price: (strongly disagree to strongly agree), and “The image of the licensed sport team merchandise would be economical: (strongly disagree to strongly agree)”.

3) Perceived quality

A three item, 5 point scale ranging from strongly disagree to strongly agree, was selected from Doods *et al.*, (1991) and modified to be selected for this study. Participants were asked the following questions after looking at the image they have seen based on their answer of team preference. “The product in the image would be reliable”, “The product in the image looks reliable”, and “The product in the image seems to be durable”.

4) Manufacturer brand image

A five item, 5 point scale was adopted from Young and Bok (2003) and modified, where the questions asked the respondents to answer from strongly disagree to strongly agree. The questions asked were: “The above manufacturer brand image looks luxurious”, “The above manufacturer brand image looks sporty”, “The above manufacturer brand image looks attractive”,

“The above manufacturer brand image looks unique”, and “The above manufacturer brand image looks easy to memorize”.

5) Team brand image

A four item, 5 point scale from strongly disagree to strongly agree, was adopted and modified from Young and Bok (2003) asking the respondents how team brand image is, using the following questions: “The above team brand image looks sporty”, “The above team brand image looks attractive”, “The above team brand image looks unique”, and “The above team brand image looks easy to memorize”.

6) Fanship

A six item, 5 point scale was adopted from Trail, Fink Anderson (2003), Ozer and Argan (2006), and Kwon and Armstrong (2002). The questions were developed and modified to fit the current study with one being strongly disagreeing to five, strongly agreeing: “I consider myself to be a real fan of the team”, “Being a fan of the team is very important to me”, “I am proud to support the team”, “I am proud to wear the team’s uniform”, and “The success of the team is my success”.

7) Impulsivity

A six item, 5 point scale was adopted from Kwon and Armstrong (2002, 2006). The questions asked among the respondents are the following from a range of strongly disagree to strongly agree: “I am an impulsive person”, “I often purchase items impulse”, “I often do things on the spur of the movement”, “I generally do things without hesitation”, “When I go to stores I buy merchandise that I had not intended to purchase”, and “I am a person who makes unplanned purchases on merchandise”.

8) Mood

A three item, 5 point scale was adopted from Trail, Fink, and Anderson (2003), along with Kwon and Trail (2010). The questions were developed and modified for the respondents to answer from strongly disagree to strongly agree. The following questions asked were: “I usually am in a good mood”, “I usually feel delighted”, and “I usually feel happy”.

Table 1
Questionnaire

VARIABLE	ITEM	REFERENCE
Purchase Intention	1. The probability that I would consider purchasing the licensed sport team merchandise of the image is high	Kwon, Trail, & James (2007)
	2. I would consider purchasing the licensed sport team merchandise of the image at the price listed above	
	3. I would purchase the licensed sport team merchandise of the image	Ko, Kim, Claussen, & Kim (2008)
	4. I am willing to purchase the licensed sport team merchandise of the team in the image	
Perceived Quality	1. The product in the image would be reliable	Doods <i>et al</i> (1991)
	2. The product in the image looks reliable	
	3. The product in the image seems to be durable	
Price	1. (Licensed Sport Merchandise) is reasonably priced	Lee, Trail, Kwon & Anderson (2011)
	2. (Licensed Sport Merchandise) offers value for money	
	3. (Licensed Sport Merchandise) is a good product for the price	
	4. (Licensed Sport Merchandise) would be economical	
Manufacture Brand Image	1. The (manufacturer) brand image is sporty	Young & Bok (2003)
	2. The (manufacturer) brand image is memorable	
	3. The (manufacturer) brand image is unique	
	4. The (manufacturer) brand image is attractive	
	5. The (manufacturer) brand image is luxurious	
Team Brand Image	1. The (team) brand image is sporty	Young & Bok (2003)
	2. The (team) brand image is memorable	
	3. The (team) brand image is unique	
	4. The (team) brand image is attractive	
Fanship	1. I consider myself to be a real fan of the team	Trail, Fink, & Anderson (2003)
	2. Being a fan of the team is very important to me	
	3. I am proud to support the team	Ozer & Argan (2006)
	4. I am proud to wear the team's uniform	
	5. The success of the team is my success	Kwon & Armstrong (2002)
	6. I usually say 'we' rather than 'they' when I talk about the team	
Impulsivity	1. I often purchase items impulse	Kwon & Armstrong (2002, 2006)
	2. I am an impulsive person	
	3. I often do things on the spur of the movement	
	4. I generally do things without hesitation	
	5. When I go into stores I buy merchandise that I had not intended to purchase	
	6. I am a person who makes unplanned purchases on merchandise	
Mood	1. How do you feel?	Kwon & Trail (2010)
	2. What is your current mood?	
	3. Does your mood change often?	

V. RESULTS

1. Participants

A total of 235 samples collected from the respondents have been used to be analyzed for the study. From the overall number of fans or consumers that have participated in the survey and responded back, table 2 shows the demographic statistics of this study. 141 (60%) were male, and 94 (40%) were female. The demographical information for age among the people showed that 134 (57%) were in the age group of 20-29, a total of 42 (17.9%) were in the age group of 30-39, a total of 30 (12.8%) were in the age group 40-49, and a total of 29 (12.3%) were in the age group of 50-59. The education status had 6

Table 2
Demographic Statistics

Variable	Category	N	%
Gender	Male	141	60.0
	Female	94	40.0
Age	20 – 29	134	57.0
	30 – 39	42	17.9
	40 – 49	30	12.8
	50 above	29	12.3
Education	High School Graduate	11	4.6
	College Students	61	26.0
	Bachelor Degree	116	49.4
	Master's Degree	35	14.9
	Ph.D. Degree	9	3.9
	Other	3	1.2
Total		235	100.0

categories where the first group was high school graduates with a number of 11 (4.6%) people, a total of 61 (26%) in college, a total of 116 (49.4%) were college graduates with a bachelor degree, those with a master's degree were 35 (14.9%) people, those with a Ph.D. degree were 9 (3.9%) with others being 3 (1.2%) of the whole respondents. The detailed demographic description for each team is in table 3 and the mean and standard deviation for the teams are in table 4.

2. Descriptive Statistics

In order to find out if the questions were reliable in this study, Cronbach's α is a general method to measure internal consistency, and when the Cronbach's α is above .70, it is considered to have high internal consistency (Nunnally, 1978). Thus, the variables used in this study and in table 5, showed that the Cronbach's α was above .70, which means that all the items prove to be reliable that have been used within the current study. The summary for the key variables used in this study is in table 6.

For the dependent variable, purchase intention, the Cronbach's α was .905. The independent variables of price (Cronbach's α =.849), perceived quality (Cronbach's α =.897), manufacture brand image (Cronbach's α =.881), and team brand image (Cronbach's α =.874) all proved to be reliable. The

moderator that has been used for the study, which is fanship, also proved to be reliable with the Cronbach's α being at .913.

Table 3
Demographic Detail for Teams

Variable		Category	Pohang	Ulsan	Junbook	FC Seoul	Suwon	Incheon	Busan
Demographic	Gender	Male	11 (78.6)	3 (75.0)	2 (66.7)	48 (76.2)	27 (65.9)	4 (57.1)	1 (25.0)
		Female	3 (21.4)	1 (25.0)	1 (33.3)	15 (23.8)	14 (34.1)	3 (42.9)	3 (75.0)
	Age	20 – 29	10 (71.4)	4 (100)	1 (33.3)	30 (47.6)	20 (48.8)	5 (71.4)	1 (25.0)
		30 – 39	1 (7.2)	-	1 (33.3)	14 (22.2)	4 (9.7)	2 (28.6)	
		40 – 49	3 (21.6)	-	-	9 (13.3)	10 (24.4)	-	3 (75.0)
		50 above	-	-	1 (33.3)	10 (16.9)	7 (18.1)	-	-
	Education	High School Diploma	-	-	1 (33.3)	3 (4.8)	-	2 (28.6)	-
		College Students	7 (50.0)	2 (50.0)	-	14 (22.2)	8 (19.5)	-	1 (25.0)
		Bachelor Degree	7 (50.0)	2 (50.0)	1 (33.3)	31 (49.2)	23 (56.1)	4 (57.1)	3 (75.0)
		Master's Degree	-	-	-	9 (14.3)	10 (24.4)	-	-
		Ph.D.Degree	-	-	1 (33.3)	5 (7.9)	-	1 (14.3)	-
		Other	-	-	-	1 (1.6)	-	-	-
			N (%)	14 (100)	4 (100)	3 (100)	63 (100)	41 (100)	7 (100)

Table 4

Mean and Standard Deviation for Each Team on Independent Variable, and Dependent Variable

Variable		Pohang		Ulsan		Jun-book		FC Seoul		Suwon		Incheon		Busan	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Demographic	Gender	0.21	0.43	0.25	0.5	0.33	0.58	0.24	0.43	0.34	0.48	0.43	0.53	0.75	0.50
	Age	30	9.24	26.25	1.5	40.33	14.29	34.16	10.62	36.02	11.36	28.43	6.29	39.25	7.54
	Education	2.50	0.52	2.5	0.58	3.00	2.00	3.03	1.02	3.05	0.67	2.71	1.38	2.75	0.50
Independent Variable	Price	2.58	0.23	2.68	0.31	1.83	0.5	2.69	0.09	2.68	0.11	2.67	0.15	3.06	0.43
	PQ	3.04	0.20	3.08	0.15	2.77	0.9	3.35	0.08	3.71	0.08	3.23	0.06	3.26	0.28
	MBI	3.05	0.22	3.25	0.43	2.53	0.76	3.38	0.07	3.75	0.09	3.48	0.16	3.00	0.40
	TBI	3.25	0.24	3.43	0.35	2.50	0.76	3.57	0.08	3.76	0.11	3.42	0.26	3.62	0.23
	Impulsivity	2.86	0.26	2.62	0.04	1.88	0.72	2.70	0.08	2.65	0.09	3.38	0.2	2.91	0.45
	Mood	3.16	0.24	4.00	0.40	1.77	0.48	3.50	0.08	3.62	0.11	3.23	0.21	3.75	0.47
Dependent Variable	PI	2.32	0.19	2.62	0.36	1.83	0.44	2.66	0.12	2.68	0.15	2.67	0.24	2.68	0.59
	N	14		4		3		63		41		7		4	

PQ: Perceived Quality; MBI: Manufacture Brand Image; TBI: Team Brand Image; PI: Purchase Intention

Table 5
Results of the Reliability Analysis

Variable	Number of Measured Items	Cronbach's α
Purchase Intention	4	0.905
Price	4	0.849
Perceived Quality	3	0.897
Manufacture Brand Image	5	0.881
Team Brand Image	4	0.874
Fanship	6	0.913

Table 6

Summary of Key Variables

Variable	Item	Minimum	Maximum	Average	SD
Team Preference	1	1	8	5.74	2.18
Purchase Intention	1	1	5	2.34	1.12
	2	1	5	2.14	0.95
	3	1	5	2.31	1.07
	4	1	5	2.35	1.12
Price	1	1	5	2.72	1.04
	2	1	5	2.46	0.90
	3	1	5	2.62	0.93
	4	1	5	2.26	0.98
Perceived Quality	1	1	5	3.26	0.90
	2	1	5	3.36	0.84
	3	1	5	3.29	0.85
Manufacture Brand Image	1	1	5	3.26	0.96
	2	1	5	3.75	0.92
	3	1	5	3.35	0.99
	4	1	5	3.09	1.03
	5	1	5	3.42	1.05
Team Brand Image	1	1	5	3.6	0.97
	2	1	5	3.26	1.00
	3	1	5	3.14	1.02
	4	1	5	3.33	1.06
Impulsivity	1	1	5	2.83	1.02
	2	1	5	2.81	1.02
	3	1	5	2.63	1.01
	4	1	5	2.94	1.01
	5	1	5	2.87	1.07
	6	1	5	2.42	0.92
Mood	1	1	5	3.64	0.85
	2	1	5	3.56	0.85
	3	1	5	3.27	0.89
Fanship	1	1	5	2.09	1.00
	2	1	5	2.48	1.09
	3	1	5	2.51	1.03
	4	1	5	2.59	1.11
	5	1	5	2.3	1.08
	6	1	5	2.75	1.22

3. Hypothesis Testing

Within this study, the first hypothesis was that perceived quality will positively impact the purchase intention of licensed sport team merchandise. In order to find out if perceived quality had an influence for purchase intentions, a linear regression analysis was done in the study. The results are shown in table 7. It shows that perceived quality ($\beta=-.20$, $t=-2.82$, $p<.05$) has a non-significant effect towards the purchase intention. As perceived quality looked to be better, the purchase intention for sport product turned out to be slighter lower. This means that perceived quality is not an important factor when it comes to the purchase intention for licensed sport team merchandise. Thus, this does not prove the first hypothesis set up for this study.

Table 7
Results for the Independent Variable Influence towards Purchase Intention

Variable		Unstandardized Coefficient		Standard Coefficient	t	P
		<i>b</i>	<i>S.E</i>	β		
Demographic	Gender	-0.28	0.1	-0.14	-2.9	0.00
	Age	0.00	0.01	-0.05	-0.83	0.41
	Education	-0.05	0.05	-0.04	-0.82	0.41
Independent Variable	Price	0.72	0.07	0.61	10.1	0.00
	PQ	-0.24	0.08	-0.20	-2.82	0.01
	MBI	0.16	0.08	0.14	1.97	0.05
	TBI	0.14	0.08	0.13	1.84	0.07

$R^2 = .463$

$N=235$

PQ: Perceived Quality; MBI: Manufacture Brand Image; TBI: Team Brand Image

The second hypothesis was that the impact of price would have a positive influence towards the purchase intention towards licensed sport team merchandise. Linear regression analysis was done to prove that this statement was significant. The hypothesis was not only proven to be significant, but that price ($\beta=.61$, $t=10.10$, $p<.01$) was the biggest factor for influencing the purchase intention when buying licensed sport team merchandise (see table7). This means that price is an important factor for consumers when they purchase licensed sport team merchandise. Thus, this has shown to prove that price, and that the second hypothesis was proven to be significant.

The third hypothesis was that the impact of manufacture brand image will have a positive influence towards the purchase intention of licensed sport team merchandise. To prove this hypothesis, linear regression analysis was used. The results in table 7 showed that manufacture brand image ($\beta=.14$, $t=1.97$, $p<.10$) has a positive impact towards licensed sport team merchandise. This means that consumers look at the manufacture brand image when they make purchase decisions for licensed sport team merchandise. Thus, this shows that manufacture brand image is not only an important factor, but proves that the third hypothesis to be significant.

The fourth hypothesis was that the impact of team brand image will positively influence the purchase intention of licensed sport team merchandise. Linear regression analysis was done to prove that this variable was valid.

Team brand image ($\beta=.13$, $t=1.84$, $p=.07$) in table 7 shows that this variable has a positive effect towards the purchase intention for licensed sport team merchandise. Team brand image has a positive influence on the purchase intentions towards licensed sport team merchandise and that it proves the significance of the fourth hypothesis set up for this study.

Hypothesis number five was that the impact of perceived quality on the purchase intention for licensed sport team merchandise would be stronger when fanship is low rather than being high. However, the results showed in table 8 indicate that this hypothesis is not supported, and that we would say that the hypothesis is incorrect. This means that fanship does not play a moderating role, and that fanship is not important on perceived quality towards the purchase intention for licensed sport team merchandise. Also there was no interaction found between fanship and perceived quality (see table 8). Thus, we can say that there is no moderating effect of fanship on perceived quality. Also, the level of fanship related to perceived quality, whether or not the fanship was high or low, did not have an effect towards the purchase intention for licensed sport team merchandise. (see table 9).

Hypothesis number six was that the impact of price for licensed sport team merchandise would be stronger when fanship is low rather than being high. Linear regression analysis was done to prove this hypothesis. It showed that price ($\beta=1.33$, $t=35.00$, $p<.01$) had an impact towards purchase intentions

when fanship was low. However, price turned out to have a bigger effect when fanship was high rather than being low (see table 9). Thus, this shows that hypothesis six was not supported according to the results found in this study.

Hypothesis seven was that the impact of manufacture brand image will be stronger when fanship is low rather than being high. Linear regression analysis was done in order to see the significance of the hypothesis. The interaction between manufacture brand image ($\beta=-.39$, $t=-2.65$, $p<.05$) and fanship has shown to have a moderating effect. However manufacture brand image did not have a strong impact among low fanship consumer, but rather

Table 8
Results for the Interaction between Variables and Fanship

Variable		Unstandardized Coefficient		Standard Coefficient	T	P
		B	S.E	β		
Demographic	Gender	-0.04	0.04	-0.02	-0.92	0.36
	Age	0.00	0.00	0.02	0.73	0.47
	Education	-0.02	0.02	-0.02	-0.97	0.33
Independent Variable	Price	0.08	0.03	0.07	2.48	0.01
	PQ	-0.08	0.09	-0.07	-0.93	0.35
	MBI	0.24	0.09	0.21	2.72	0.01
	TBI	0.30	0.07	0.28	4.45	0.00
Interaction	Price*Fan	0.31	0.01	1.33	35.0	0.00
	PQ*Fan	0.02	0.03	0.07	0.52	0.60
	MBI*Fan	-0.09	0.03	-0.39	-2.65	0.01
	TBI*Fan	-0.11	0.03	-0.52	-4.47	0.00

$R^2 = .925$,

N=235

PQ: Perceived Quality; MBI: Manufacture Brand Image; TBI: Team Brand Image

those with higher fanship showed that manufacture brand image had a strong impact towards the purchase intention for licensed sport team merchandise (see table 9). This shows that the hypothesis set up for this study was not supported according to the results found from the study.

Hypothesis eight used linear regression analysis and the results are shown in table 8 and 9. In table 8 it shows that fanship has a moderating effect towards team brand image ($\beta=-.52$, $t=-4.47$, $p<.00$), and that it positively impacts purchase intension. However, when dividing it into groups, it shows that among lower fanship and higher fanship groups, team brand image was not a significant factor towards the purchase intention for licensed sport team merchandise (see table 9). Thus, this shows that team brand image is not an important factor for either low or high fanship consumers, which also means that it does not support the eighth hypothesis.

Table 9

Results for Low Fanship Group and High Fanship Group

Independent Variable		Low Fanship				High Fanship			
		Unstandardized Coefficient		Standard Coefficient		Unstandardized Coefficient		Standard Coefficient	
		<i>b</i>	<i>S.E</i>	<i>B</i>	<i>t</i>	<i>b</i>	<i>S.E</i>	β	<i>t</i>
Demographic	Gender	-0.20	0.16	-0.12	-1.26	-0.20	0.24	-0.09	-0.87
	Age	0.00	0.01	-0.10	-1.09	0.00	0.01	0.02	0.16
	Education	0.02	0.06	0.03	0.31	0.03	0.14	0.02	0.20
	Price	0.54	0.09	0.57***	5.73	0.83	0.14	0.64***	5.81
	PQ	-0.15	0.11	-0.18	-1.38	-0.20	0.17	-0.13	-1.16
	MBI	0.07	0.11	0.08	0.65	0.29	0.17	0.22*	1.70
	TBI	0.09	0.10	0.11	0.87	0.08	0.17	0.06	0.47

*** $p < .01$, ** $p < .05$, * $p < .10$ $R^2 = .393$, $N = 77$ $R^2 = .428$, $N = 77$

PQ: Perceived Quality; MBI: Manufacture Brand Image; TBI: Team Brand Image; PI: Purchase Intention

VI. DISCUSSION

1. Discussion and Findings

This study has examined which factors influenced the purchase intention for licensed sport team merchandise. The results have shown that price, manufacture brand image, and team brand image are important factors towards the purchase intention for licensed sport team merchandise for the general consumers. However, perceived quality was not an influential factor because the purchase intention increased when the perceived quality decreased. The reason behind this can be argued that it has been influenced by other variables that have not been controlled within the study. The image shown may not have reflected the quality of the uniform truly to the respondents. Also, since the price of the uniform was listed next to the image, this may have triggered the respondents to believe that the quality of the product may be better or vice versa.

When fanship reacted as a moderator, it showed that fanship had a moderating effect for price, manufacture brand image, and team brand image, and that it had a positive impact towards the purchase intention for licensed sport team merchandise. However, the hypotheses were not supported because the consumers with lower fanship showed that these factors are less or not important compared to those that had high fanship.

For price, regardless of fanship, it showed to have an increase on the purchase intention for licensed sport team merchandise although the price went up. In general, as the price would increase, the purchase intention is known to decrease. However, an interesting fact was that the purchase intention increased as price increased. This may be caused by various reasons. For consumers with high fanship, fanship may influence the individuals to feel numb about the price, thus the purchase intention increased. One could argue that the design of the merchandise has caused the consumer to have an increased purchase intention. The design of the product, which was a uniform in the study, may make the individuals feel that the design was perceived to be beneficial to the individual. For example, the consumer may feel that the design had value for them, and while the price still increased, the purchase intention would increase up to some extent. Another reason would be the price range, where the individual may have an upper limit to an extent where the purchase intention would still increase although the price increases. While price increases and as the purchase intention increased in this study, the purchase intention would not continuously increase, and at some point, it may decrease or be steady, which needs to be looked in further research.

Another variable, such as perceived value of the product, was not measured in the study. It could be argued that the team uniform itself may have more value to the individual than the variables measured within the study.

This may explain why individuals with low fanship would still have an increasing purchase intention although the price increases for a product.

Another notable finding was that team brand image and manufacture brand image became less important factors when fanship reacted as the moderator. This means that fanship played the role of making the individual feel less sensitive about the team brand image and manufacture image, hence increasing the purchase intention for licensed sport team merchandise.

Mood and impulsivity did not show any significance within the study, thus showed that these two factors are not important control factors for the purchase intention for licensed sport team merchandise. These two elements were not important because one would argue that individuals make rational purchase decisions rather than irrational decisions. The financial status and the current economic situation may have influenced the individual.

2. Theoretical Implications

The purpose of this study was to examine the factors that influence the purchase intention for licensed sport team merchandise in the Korean market among the consumers with different level of fanship. Although previous studies have examined each factors separately with price (Kwon and Armstrong, 2006; Lee *et. al*, 2011; Raghubir and Corfman, 1999), perceived quality (Kwak and Kang, 2009), manufacture brand image (Chen, Chen, and

Huang, 2012; Grewal *et. al*, 1998; Kim and Lee, 2002), and team brand image (Bauer, Sauer, and Exler, 2008; Trail, Anderson, and Fink, 2000), the current study examined on how each factor and if each factor was important in the Korean sport merchandise market among the consumers. This study also has focused in depth with team sport merchandise rather than just the single aspect of a particular sport product.

In line with the previous studies done, the current findings have supported the notion where price was an important factor when it came to purchase intentions for licensed sport merchandise (Kim, 2005; Kwon and Armstrong, 2002). Furthermore, the findings that have been found in this study suggest that price was not only important, but as the level of price increased, the purchase intention for licensed sport team merchandise increased. The level of the purchase intention had a greater increase for consumers that had higher fanship, while consumers with lower fanship had a lower level of purchase intention increase. Price had a direct positive impact on purchase intention which supports the previously existing findings from previous literature (Kwon and Armstrong, 2006). In addition, fanship as a moderating role has shown to make the consumers feel numb about the price, hence making the purchase intention increase although the price for the product increased.

Prior studies have shown that manufacture brand image influenced the purchase intention for sport product, and that higher brand image led to higher purchase intention among the consumers (Kwon, Kim, and Mondello, 2008; Ko *et.al*, 2008). This study supports the notion where better brand image leads to a positive purchase intention, which was found in previous literature. In addition, the study provides evidence on manufacture brand image when fanship reacted as a moderator. Previous studies has shown that among low fanship consumers, the brand image of the manufacture was a significant factor (Back and Lee, 2004; Youn and Bok, 2003). However, in this study, it showed that manufacture brand image was important among consumers that showed a higher level of fanship. It could be argued that fans care more about the brand than ordinary consumers. Fanship had the role of making the consumer feel numb about the manufacture brand image, thus implies that this factor was not important when making purchase intentions for sport merchandise.

Team brand image has shown to be a significant antecedent among previous studies. In this study, when there was no fanship, team brand image was an important antecedent for the purchase intention for licensed sport team merchandise. Prior literature has proved that team brand image leads to a higher purchase intention (Ozer and Argan, 2006). This is supported in the study as well; however, the importance of team brand image is less important

among fans rather than non-fans. Fanship has reacted as a moderating effect in this study which has made the consumers feel less sensitive with the team brand image regarding their purchase intention for sport product. Despite the level of fanship, team brand image was not an important factor when fanship reacted as the moderator within this study. Team brand image showed to be an important factor among non-fans rather than fans.

3. Managerial Implications

The findings in the study suggest that price plays the most significant role when it comes to the purchase intention for licensed sport team merchandise. When fanship was applied, despite the level of fanship, price has shown to be the strongest influential factor among the consumers. However, for those with high fanship, the price of the merchandise showed to be less important, meaning that the consumers with a high level of fanship in the Korean market are willing to purchase products although it is expensive. For consumers with low fanship, price was also the most important factor, but showed that they are willing to make purchases towards sport merchandise even if the price went up. Hence, managers, teams, and corporates need to understand the importance of these elements in order to increase sales in the marketplace, and to expand the market. This shows that although the price of the product goes up, the purchase intention for licensed sport team

merchandise increases among consumers in the Korean market. In order to make more profit and make more sales, it is important to make the consumers build up fanship as the first step, and then start price promotions among consumers.

The current study also has found that manufacture brand image is an important factor that influences purchase intention for licensed sport team merchandise. As the manufacture brand image went up, the purchase intention for sport merchandise also increased. This means that consumers look at the brand image of the merchandise manufacturer. When fanship was applied among the participants, it showed that manufacture brand image was less important, and that fanship decreased the awareness and important of the manufacture brand image. Fanship has shown in this study that it has the power to decrease the level of sensitivity of this element. Whether or not fanship plays a moderating role, manufacture team brand image is still important. For the managers, this means that when selling licensed sport team merchandise, it would be better to have a brand where at least the consumers are aware of, and that it would be better to have a better manufacture brand. For consumers that are non-fans, marketers need to understand the importance of the manufacture brand image. In order to increase sales for licensed sport team merchandise, the first step would be to make the non-fan consumers

become a fan of the team, then implying marketing strategies, since fans tend to be less sensitive about the manufacture brand image.

For team brand image, it shows that the image of the team is important especially for consumers that are non-fans. This may explain why foreign team's that have a good team image, for example, the Real Madrid, sells uniforms all around the world. Korean marketers and managers should focus on improving the team image in order to raise sales for licensed sport team merchandise. Team brand image has shown to be less important among fans, but by improving the brand image of the team, this would also lead to greater positive influence on the purchase intention for licensed sport team merchandise that the team sells. Focusing on the design of the logo and the image of the team will bring positive results for teams and managers. This would lead to building a bigger market where non-fans may turn into fans, hence making them feel less sensitive about the team brand image in the long run, which would lead to a higher purchase intention for licensed sport team merchandise.

The study has shown that fanship makes the consumers feel less sensitive for price, manufacture brand image, and team brand image towards the intention on making purchases on licensed sport team merchandise. For managers and for the market, this means that providing merchandise that has a positive manufacture brand image and team brand image will make the

consumer pay the price for the sport product offered by the team and that is out in the public for sale. The price of the product does not matter for fans; it's about being a fan. As the brand image increases, the purchase intention also increases for not only fans, but also for those that are non-fans. Marketers should focus on increasing sales among non-fans since fans tend to make purchases despite level of importance on the manufacture and team brand image. The most important step for managers and marketers is to make the consumers become a fan of the team, and then apply marketing strategies to increase the purchase for licensed sport team merchandise.

4. Limitation and Future Research

There are some obvious limitations in the study that limits it to be generalized in the sport context. Although the sample was collected randomly among the participants, the sample is not enough to represent the general consumers in the sport market since the study was focused on the Korean professional soccer league. Thus, future studies should look at more diverse sports such as baseball or basketball, different level of sports including collegiate and amateur sports, and different countries with different culture such as the U.S or Europe. Also, the study limited the licensed sport team merchandise to soccer team uniforms that were in the top seed of the seven teams in the Korean soccer league. The definition for licensed sport team

merchandise has also been limited to tangible products in order to decrease the confusion of the meaning for the participants. Future studies should look at other products including other licensed sport team merchandise, including shirts, pants, uniform sets and so on, and see how the purchase intention would be different or similar among the consumers.

Another limitation was that the demographical information did not show an evenly distributed count among the different age groups. Also, the missing information on the financial status, such as income, might have shown a different result or the different tendency among different income groups. The study was able to provide the direct relationship of price, manufacture and team brand image on the purchase intention for licensed sport team merchandise, but the relationship among these antecedents was not shown in the current study. Thus determining whether or not the other factors influenced the overall purchase intention on sport merchandise may be seen to be limited.

There are some limitations to the questionnaire which need to be examined in further research. The increase of purchase intention with the increase of price may be affected by other elements mentioned previously, thus other variables such as the design and price range should be measure in future questionnaire. In the study there was only one price listed for each image, but instead, various prices should be given to the respondent in order to find out what price range is acceptable, and how it influences the purchase intention. A

questionnaire about the design and how it affects the purchase intention, should be measure by providing other images of the same team uniform.

The purpose of the study was to find out what antecedents were important when it comes the purchase intention for licensed sport team merchandise, it would be interesting to find out what other elements would influence the purchase intention in sport merchandise. Prior studies have shown that each antecedent used in the study was important factors, but the Korean market seemed to be different from the sport market of the U.S and Europe. Finding out not only what factors are important, but how they are important in the Korean market should be done in future studies.

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