

The Effects of Face on Symbolic Consumption Trends, Product Satisfaction, and New Product Purchase Intention of Online Golf Product Consumers

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Abstract

The purpose of this study is to identify the impact of online golf product consumers' face on symbolic consumption trends, product satisfaction and new product purchase intention. To this end, a survey was conducted on 300 customers who have purchased golf products online at golf practice centers located in Seoul, Gyeonggi Province and Chungcheongnam-do Province. Data processing was performed using SPSS 23 and AMOS 18 to analyze verifiable factors, reliability, correlation, and structural equations. We obtained the following results. First, face has been shown to have a significant impact on symbolic consumption propensity. Second, symbolic consumption tendencies have a significant impact on product satisfaction and intention to purchase new products. Third, product satisfaction has been shown to have a negative impact on the intention of purchasing new products.

Keywords: *Golf, Face, Symbolic consumption trends, Satisfaction, New product purchase intention*

1. Introduction

Golf is recognized as a high-end sport in our country. As a result, golf is mentioned as a representative sports event that is sensitive to face because information about golf is frequently exchanged not only during rounding but also at the center of conversations with people around you in everyday social life [1, 2]. By people around them, golf consumers are forced to show strong consumption behaviors that are conscious of others, increasing the degree of brand orientation and willingness to purchase new products. A case in point is that golf consumers replace golf clubs with new products by exchanging information with quasi-resident groups that have no problem with their functionality.

Unlike other sports events, golf equipment such as golf clothing, clubs, and accessories belong to an expensive product line, and it is expensive to enjoy golf such as rounding and practicing costs. For this reason, golf club members prefer expensive products to others, and show off and purchase products that can show their status well, which can be attributed to their importance of dignity [3]. Consumers want to consume cultural values and symbolism embedded in the product, not just consumption, and consumers tend to purchase products that express their culture and personality [4].

Golf consumers' purchase of products is characterized by the use of existing products that determine the replacement of new products based on their symbolic meaning rather than the replacement of damaged or old equipment due to problems with functionality [5]. In order to increase consumers' purchase intention online, it is important to accurately grasp the characteristics of online consumers [6]. In order to understand the characteristics of online golf equipment consumers, it can be said that it is important to understand the face that can affect the purchase of online golf equipment consumers. Therefore, the study seeks to determine how face affects consumers of online golf products in purchasing new golf products. The results of this study could be used as a fundamental source in establishing marketing strategies for future golf product brands.

2. Research Hypothesis

The current study established hypothesis based on theoretical bases from previous literature. The causal relationships among face, symbolic consumption trends, satisfaction, and New Product Purchase Intention were the focus of the study. The following sections discuss the detailed relationship between these concepts, based on the model of the current research.

Previous studies related to face show that golf consumers' face sensitivity affects consumption tendency [7], and face affects symbolic consumption tendency and ostentatious consumption tendency [8]. The appearance of golf equipment consumers is also seen to have an impact on their symbolic consumption tendency [9]. Therefore, the following hypothesis was established for the relationship between face and symbolic consumption propensity.

H1. Face will have a significant impact on symbolic consumption propensity.

Preliminary studies on symbolic consumption tendencies show that symbolic consumption tendencies affect consumers' future behaviors [10]. It was also said that consumers' shopping habits affect satisfaction, and that satisfaction will affect future repurchase [11]. Consumer satisfaction is positively influenced by the intention of purchasing new products from the brand [12]. Therefore, the following hypotheses were established on the relationship between symbolic consumption propensity, product satisfaction and the intention to purchase a new product.

H2. Symbolic consumption propensity will have a significant impact on product satisfaction.

H3. Symbolic consumption propensity will have a significant impact on New Product Purchase Intention.

H4. Product satisfaction will have a significant impact on New Product Purchase Intention.

The research model constructed based on the hypothesis established in this study is shown in Figure 1.

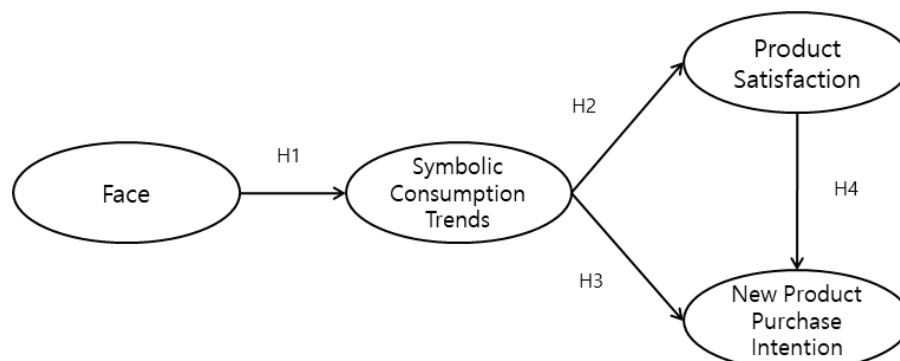


Figure 1. Study model

3. Research Method

3.1. Research Subjects

The study focused on consumers who have purchased golf equipment online. A survey was conducted on 300 customers who have purchased golf supplies online at golf practice centers located in Seoul, Gyeonggi-do and Chungcheongnam-do Province. It was collected using the convenience sampling method, and the survey was answered through the self-evaluation method. Through this process, 287 copies out of a total of 300 were used as final effective samples, excluding five unfaithfully written copies.

3.2. Research Tools

The research tool of this study is questionnaire. To measure all concepts, the questions used in the preceding studies were modified and supplemented to the purpose of this study. In the questionnaire, face comprises 6 questions. Symbolic consumption trends of 4 questions, and product satisfaction of 5 questions. New product purchase intention consists of 4 questions. Table 1 below shows the details of the composition of the questionnaire, a survey tool used in this study.

Table 1. Composition of survey tools

Factors	Questions
Face	6
Symbolic Consumption Trends	4
Product Satisfaction	5
New Product Purchase Intention	4
Sum	19

4. Results

4.1 Correlation Analysis

The confirmatory factor analysis was done for the testing of convergent validity and discriminant validity. The maximum likelihood (ML) method which assumes multivariate normality was used for substantial analysis. The fit of the confirmatory factor analysis was evaluated for the confirmation of the optimal condition of the construct and the variation configuration and the results are shown in Table 2.

Based on the opinion that the fit index in a structural equation model can be judged together with other indexes by a relative index instead of an absolute criteria [13], the fit was verified with the TLI and CFI suggested by Netemeyer, Boles, McKee & McMurrian the X^2/df value (less than standard 3) and RMSEA proposed by Kim though the X^2 value did not meet the standard [14, 15]. The results of TLI=.915, CFI=.926. $X^2/df=1.468$ and RMSEA=.048 show that the fit was relatively satisfactory. In addition, all the scores of the standardized regression weights (over .5), the value of average variance explained (AVE) and construct reliability (over .7) were more than the standard value showing the satisfactory convergent validity.

Table 2. Confirmatory factory analysis & reliability

Factors	S.E.	M.E.	C.R	AVE	Cronbach's α
Face1	0.667	0.401			
Face2	0.869	0.175			
Face4	0.729	0.398	0.843	0.578	0.793
Face6	0.557	0.514			
Symbolic Consumption Trends1	0.913	0.150			
Symbolic Consumption Trends2	0.967	0.067			
Symbolic Consumption Trends3	0.728	0.501	0.910	0.720	0.912
Symbolic Consumption Trends4	0.761	0.402			
Product Satisfaction1	0.844	0.109			
Product Satisfaction2	0.904	0.087			
Product Satisfaction3	0.707	0.211	0.956	0.844	0.897
Product Satisfaction4	0.863	0.105			
New Product Purchase Intention1	0.856	0.266			
New Product Purchase Intention2	0.865	0.245			
New Product Purchase Intention3	0.759	0.503	0.856	0.602	0.861
New Product Purchase Intention4	0.637	0.617			

$\chi^2=205.239(df=98, p=0.000)$, $\chi^2/df=2.094$, TLI=0.924, CFI=0.938, RMSEA=0.078

Fornell & Larcker stated that there is discriminant validity between the two constructs if the value of AVE of each construct is more than the squared value of the correlation coefficient [16]. Therefore, the value of AVE presented in Table 2 was compared with the squared value of the correlation coefficient of each concept in the correlation analysis in Table 3. As the value of AVE is more than the squared value of the correlation coefficient, the scales used in this study have discriminant validity.

After the verification of convergent validity and discriminant validity, Cronbach's α testing was conducted for the verification of the reliability of the internal consistency of each factor. As shown in Table 1, the values of Cronbach's α in all factors are over .7 suggested by Nunnally & Bernstein thus proving the internal consistency of all the factors [17].

Table 3. Correlation analysis

Factors	1	2	3	4
Face	1			
Symbolic Consumption Trends	0.328**	1		
Product Satisfaction	0.040	0.246**	1	
New Product Purchase Intention	0.174*	0.262**	-0.212**	1

*p<0.05, **p<0.01

4.2 Hypothesis Verification Results

To verify the hypotheses established in this study, an SEM analysis was performed using AMOS 18. The results show that Figure 2, Table 4. The results are as follows: First, face has a significant effect on symbolic consumption propensity. Second, symbolic consumption tendencies has a significant effect on product satisfaction. Third, symbolic consumption trends has a significant effect on the willingness to purchase new products. Fourth, product satisfaction has a negative effect on the intention to purchase new products.

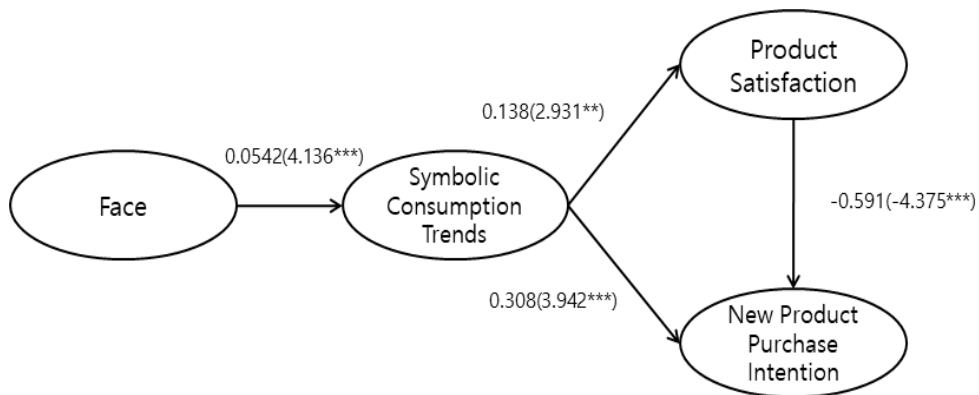


Figure 2. Result model

Table 4. Hypothesis verification result

	Hypothesis		Estimate	S.E.	t
H1	Face	⇒ Symbolic Consumption Trends	0.542	0.131	4.136***
H2	Symbolic Consumption Trends	⇒ Product Satisfaction	0.138	0.047	2.931**
H3	Symbolic Consumption Trends	⇒ New Product Purchase Intention	0.308	0.078	3.942***
H4	Product Satisfaction	⇒ New Product Purchase Intention	-0.591	0.135	-4.375***

X²=207.696(df =100, p =0.000), X²/df =2.007, TLI=0.925, CFI=0.937, RMSEA=0.077

p<0.01, *p<0.001

5. Conclusion

The results of this study show that the appearance of online golf product consumers affects symbolic consumption tendencies, and that symbolic consumption tendencies affect product satisfaction and the intention to purchase new products. In other words, it can be seen that consumers of online golf products will have an impact on their intention to purchase new products through symbolic consumption tendencies. These results indicate that consumers of golf products are buying products with their own face first, and that they are buying symbolic products that can show their face. We can see that this will affect the intention of purchasing new products. However, considering that product satisfaction has adversely affected the intention to purchase new products, it means that if the satisfaction of existing products is large, the purchase intention of new products can be lowered if the new products fail to increase their dignity and symbolism. Therefore, the marketing staff of a golf product company should plan to produce a product that symbolizes the face of a golf product consumer, and need a strategy to increase the face of a consumer when launching a new product.

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