

---

# A STUDY ON THE RELATIONSHIP AMONG MESSAGE VALENCE, PERCEIVED VALUE AND PURCHASE INTENTION OF SPORT TEAM MERCHANDISE

Submitting author: Dr Yi-Hsiu Lin  
Aletheia University, Department of Sport Management  
,  
Taiwan

All authors: Yi-Hsiu Lin (corresp), Chen-Yueh Chen, Wen-Ing Chen

Type: Scientific  
Category: 5: Marketing In and Through Sport

## Abstract

### 1. Aim of abstract/paper - research question

The purposes of the current research were to investigate the effect of message valence on sport consumers' emotions and attitude toward the message by means of experimental design, to examine the effects of emotions and attitude toward the message on perceived value and purchase intention of sport team merchandise, and to explore the effect of team record on the relationship among the variables in the present research.

### 2. Theoretical background or literature review

Raney (2006) argued that sport consumers receive emotional rewards from watching sport events via television or attending sport events. Consumers' emotions influence their decision making process including the evaluation on the products (Leone, Perugini, & Bagozzi, 2005). Message valence may result in individuals' behavioral tendency such as approach tendency or avoidance tendency (Chen & Bargh, 1999). Moreover, literature in sport management suggested that perceived value plays a critical role affecting sport consumers purchasing behavior (Kwak & Kang, 2009). Among the various factors that influence sport consumers' purchasing behavior, team identification is one of the most important determinants (Kwon, Trail, & James, 2007). Based on the theoretical perspectives of information processing and cognition, resisting counterattitudinal message, team identification, and elaboration likelihood model (ELM, Petty & Cacioppo, 1986), this current research was to explore the relationship among message valence, perceived value and purchase intention.

### 3. Methodology, research design and data analysis

Two studies were conducted as suggested by Kwak et al. (2011). Study 1 investigated the effect of message valence on sport consumers' emotions while Study 2 explored the relationships among emotions, perceived value and purchase intention. A panel of 3 experts was invited

to create positive, neutral, and negative messages in Study 1. A T-shirt with college logo was designed by the research team in Study 2 in order to test the relationships among emotions, perceived value and purchase intention. A total of 450 subjects were recruited using convenience sampling from two colleges in Taiwan whose Division I men's basketball teams advanced to the quarter finals. The pre-test was performed two weeks prior to the season. The post-test was conducted after the season ended. Validity, reliability, and manipulation checks were ensured in this study. Descriptive Statistics, One-way Multivariate Analysis of Covariance, (One-way MANCOVA), Logistic Regression, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) were performed using SPSS 14.0 as well as LISREL 8.51 with level of significance of .05.

#### 4. Results, discussion and implications/conclusions

Consumers receiving positive messages revealed greater positive attitudes toward the team (Wilk's Lambda=.660,  $p < .05$ , Partial Eta Square=.34). However, emotions and attitudes toward the team did not significantly predict consumers' acceptance of the team promotional flyers and game schedules. In addition, attitudes toward the team positively predicted perceived value of the team licensed merchandise ( $t = .24$ ,  $p < .05$ ). Perceived value of the team licensed merchandise positively predicted purchase intention of the team licensed merchandise ( $t = .70$ ,  $p < .05$ ). Furthermore, the structural coefficient between perceived value and purchase intention before and after the season (ranking changes) was statistically significant ( $\beta = 6.70$ ,  $p < .05$ ). The findings provided academic and practical implications.

#### References

- Chen, M., & Bargh, J. A. (1999). Consequences of automatic evaluation: Immediate behavioral predispositions to approach or avoid the stimulus. *Personality and Social Psychology Bulletin*, 25, 215-224.
- Kwak, D. H., Kim, Y. K., & Hirt, E. D. (2011). Exploring the role of emotions on sport consumers' behavioral and cognitive responses to marketing stimuli. *European Sport Management Quarterly*, 11(3), 225-250.
- Kwon, H. H., Trail, G. T., & James, J. D. (2007). The mediating role of perceived value: Team identification and purchase intention of team-licensed apparel. *Journal of Sport Management*, 21, 540-554.
- Petty, R., & Cacioppo, J. (1986). *Communication and persuasion: The central and peripheral routes to attitude change*. New York: Springer-Verlag.
- Raney, A. A. (2006). Why we watch and enjoy mediated sports, In A. A. Raney & J. Bryant (Eds.), *Handbook of sports and media* (pp. 313-329). Mahwah, NJ: Earlbaum.