

A Study on Souvenirs Purchase of Pyeongchang Olympic Games by using Extended Goal-directed Behavior Model

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Aim, Background and Hypothesis

Souvenirs are recognized as statistical units and serve as a lens to view their social culture (Shelly 1993). Also, purchasing souvenirs is an established act that involves many activities, including travel and leisure activities (Wilkins, 2011). To commemorate the people's experience of the 2018 PyeongChang Winter Olympics, souvenirs of the Winter Olympics such as t-shirts, dolls, clothes, and coins were sold in various parts of Korea. In this regard, many people buy souvenirs of 2018 PyeongChang Winter Olympic Games, but it is a reminder of the memories of the 2018 Pyeongchang Winter Olympics. Also, it can be said that this is because of the high value of 2018 PyeongChang Winter Olympic brand. We will examine the decision process more closely about the popularity of 2018 Pyeongchang Winter Olympic souvenirs and the reasons for their purchase.

Perugini & Bagozzi (2001) proposed a goal-directed behavioral model to overcome the limitations of existing planning action theory. In this model, all the existing variables of the theory of planned behavior are included, but their dynamics influence indirectly the behavioral intention by the aspiration, which is one of the newly presented variables. Moreover, enthusiasm can be defined as an intense emotional state that an actor has about a target object including people, things and actions. In addition, attempts to construct an extended goal-directed behavioral model by including factors such as prior knowledge can provide an opportunity to further develop the research model. Pre-knowledge has a tendency that classification criteria of products are refined and elaborated when the consumer's prior knowledge is high, and the evaluation ability of the product purchase tends to be improved. The evaluation process of the product is automated, (Bettman & Sujan, 1987; Johnson & Mervis, 1997). The purpose of this study is to analyze the structural relationships among the major factors that determine the purchase of the 2018 Pyeongchang Winter Olympic souvenir using the extended goal - directed behavioral model.

The research hypotheses of this study are as follows.

- H1: The attitude toward purchase decision of 2018 PyeongChang Winter Olympic souvenir will have a significant influence on the aspiration.
- H2: The subjective norm for purchasing souvenirs of 2018 PyeongChang Winter Olympic will have a significant effect on aspirations.
- H3: Perceived control of 2018 PyeongChang Winter Olympic souvenir purchase decisions will have a significant impact on aspirations.
- H4: Positive anticipation about 2018 PyeongChang Winter Olympic souvenir purchase decision will have a significant effect on aspiration.
- H5: Negative anticipation of 2018 PyeongChang Winter Olympic souvenir buying decisions will have a significant impact on aspiration.
- H6: The desire for 2018 PyeongChang Winter Olympic souvenir purchase decision will have a significant influence on purchase intention.
- H7: Prior knowledge of the 2018 PyeongChang Winter Olympic souvenir will have a significant impact on aspirations.

- H8: Prior knowledge of 2018 PyeongChang Winter Olympic souvenir will have a significant effect on purchase intention.

Research Design and Data Analysis

Measuring tools were modified and supplemented by Han and Hwang (2014) as a questionnaire modified and supplemented by Han and Hwang (2014) in accordance with the Korean emotion, using a goal - directed behavioral model developed by Perugini and Bagozzi (2001). The components of the question consist of four items of attitude, four items of subjective norm, four items of intuition control feeling, three items of positive anticipation, three items of negative anticipation, three items of eagerness, and four items of purchase intention. The prior knowledge was used by Rao and Sieben (1992) to modify the scale used in this study and consists of four items. The subjects of the study were 300 people who visited the 2018 PyeongChang Winter Olympic Games, and 280 samples were collected by the convenience sampling method. All questionnaire items were prepared by self - assessment method. The collected data were analyzed by frequency analysis, reliability analysis, confirmatory factor analysis, correlation analysis and structural equation model analysis using SPSSWIN program and AMOS.

Results

The results of this study are as follows. First, positive anticipatory emotions, negative anticipatory emotions, and prior knowledge have a significant effect on desire. Second, attitude, subjective norm, perceived behavioral control did not affect the desire. Finally, prior knowledge and desire have a significant effect on purchase intention.

The purchase of the 2018 PyeongChang Winter Olympic Game Souvenir was able to know that it decided to purchase the special event of the Olympic Game simply by memorizing the souvenir in advance. Therefore, it can be seen that the promotion of the brand of souvenir can be affected according to how to promote in advance.

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