

AN INTERDISCIPLINARY CONCEPTUALIZATION OF HIERARCHICAL CONSTRAINT THEORY, CONSTRAINT NEGOTIATION, AND ENDORSEMENT

INTRODUCTION

Hierarchical leisure constraint theory (Crawford, Jackson, & Godbey, 1991), which typically applies to barriers for leisure participation, has been a dominant theory to explain sport and leisure behavior (e.g., Hubbard & Mannell, 2001; Son, Kerstetter, & Mowen, 2008). In general, a linear relationship between various constraints and sport and leisure behavior has been well established in the literature (e.g., Alexandris & Carroll, 1997). Currently, constraints are not applied within athlete endorsement studies. Understanding how constraints either prohibit or reduce the likelihood a consumer will purchase an endorsed product may significantly affect how sport marketers select athlete endorsers—or whether it is advantageous to utilize an endorser altogether.

PROPOSED MEASURES

The following measures are proposed for conducting empirical assessment of model:

Purchase Intention (4 Items, 7-pt Likert):
(Braunstein-Minkove, Zhang, & Trail 2011)

Negotiation (9 Modified Items, 5-pt Likert):
(Hubbard & Mannell, 2001; Lee & Scott, 2009)

Constraints (9 Modified Items, 5-pt Likert):
(Hubbard & Mannell, 2001; Lee & Scott, 2009)

Endorsement (4 Items, 7-pt Likert, PAI-Athlete):
(Trail, Robinson, Dick, & Gillentine, 2003)

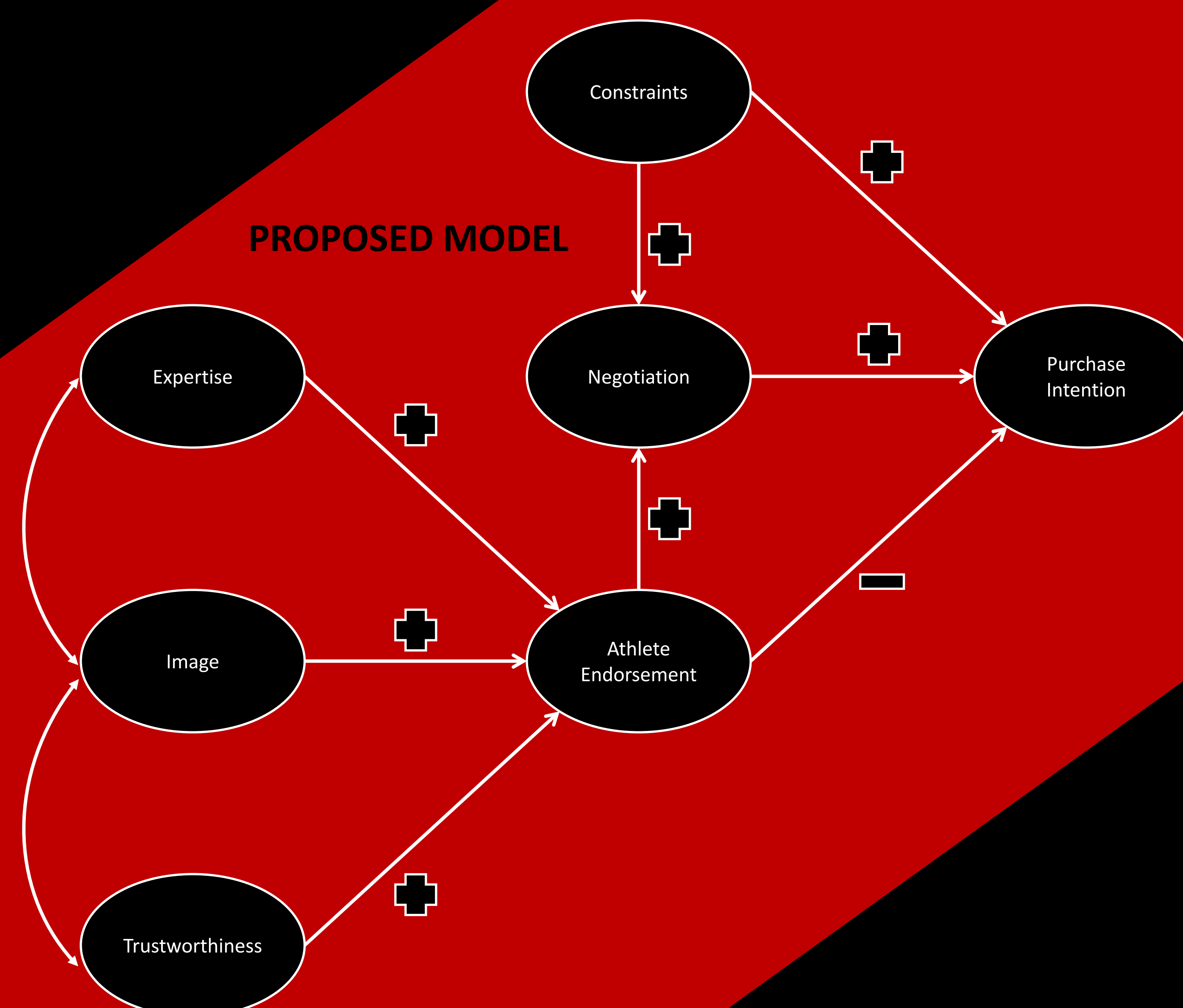
Expertise (6 Items, 7-pt Likert, SASP-CP):
(Braunstein & Zhang, 2005)

Image (6 Items, 7-pt Likert, SASP-CP):
(Braunstein & Zhang, 2005)

Trustworthiness (6 Items, 7-pt Likert, SASP-CP):
(Braunstein & Zhang, 2005)

APPLICATION OF THEORETICAL MODEL

An endorsement modified version of the constraints-effects-mitigation model (Hubbard & Mannell, 2001) is implemented to examine the effects of athlete endorsement on constraint negotiation and purchase intention. Rationale for substituting endorsement is supported by similar construct substitution in model by Lee and Scott (2009) when examining celebrity involvement.



PRIMARY PROPOSITIONS

P1: Athlete product endorsement will positively influence a consumer's intention to purchase

P2: Constraints will negatively influence consumers' intentions to purchase the endorsed product

P3: Athlete endorsement of a product will positively influence consumer negotiation

P4: Constraints for purchasing the athlete endorsed product will positively influence consumer negotiation

P5: Consumer negotiation will positively influence consumers' intention to purchase the product, serving as a mediator for athlete endorsement of a product

IMPLICATIONS

Theoretically, examination of constraint negotiation within the context of athlete endorsement is expected to further explain the relationship of athlete endorsement to its known moderators. For instance, future studies on athlete endorsement effects could assess how gender (Grau, Roselli, & Taylor, 2007) and product involvement (Petty, Cacioppo, & Schumann, 1983) influence negotiation when constraints are present. Moreover, scholars may test if match-up hypothesis (Till & Busler, 2000) increases consumer ability to negotiate constraints when determining whether to purchase an endorsed product.

This study also has practical implications in that testing of the proposed model could assist sport marketers in selection of athlete endorsers for their products—indicating contingencies for a particular athlete's effectiveness as an endorser of a particular product targeting a particular market. Through identification of constraint types that most impede consumers' intention to purchase, sport marketers can proactively develop programs that would mitigate the presence of such constraints amongst their target market.

