

# The Role of Inclusive Psychological Teaching in College Volleyball Physical Education and Health

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## Abstract

To obtain a competitive advantage, there must be an increase in technology as well as public awareness of the brand. It is impossible to accomplish without a well-thought-out marketing plan, as well as awareness, execution, and organized advertising approaches. As a result, advertising is an important strategy for marketing items to customers. This study paper claims that it is important to look at the psychological appeal of food brands in relation to volleyball players, as well as customer behavior while making product purchases. If a well-known celebrity appears in a commercial, people will be strongly affected by the brand or product. Psychological Attraction (PA) and Food Brand Advertisement (FBA) were independent variables in the research paradigm. Customer Behavior (CB) was employed as a Dependent Variable in this study. The information was gathered from 100 clients, though. SEM PLS 3 was used to analyze the obtained data. The findings revealed that while the association between PA and CB is minor, the relationship between FBA and CB is considerable.

**Keywords:** Volleyball Players, Advertisement, Food Brands, Psychological Attractions, Changing Behavior, Consumer Behavior, Food Items, Product Purchase, Brand Endorsement.

## Introduction

Recognizing the correct ingredient for a successful marketing campaign predicated on a systematic product linkage is a difficult task. To produce an efficient product that meets the desired purpose, all of the important parts required to make a campaign effective must be lined up appropriately. This study paper claims that it is important to look at the psychological appeal of food brands in relation to volleyball players, as well as customer behavior while making product purchases. The intensity of rivalry amongst food companies is amplified in the market areas. The competition that exists amongst food brands necessitates competitive dominance, which will ensure the brand's longevity in the marketplace (Gholizadeh et al., 2018). To obtain a competitive advantage, there must be an increase in technology as well as public awareness of the brand. It is impossible to accomplish without a well-thought-out marketing plan, as well as awareness, execution, and organized advertising approaches. Thorbjørnsen et al. (2015) state that advertising is an important instrument for marketing items to customers. A well-known sponsor pays for the promotion and display of food brands and their goods via various forms of mass media. Advertising is a long-term investment that guides clients from the stage of learning about a product to the actual purchase of that product. Customers' minds are tightly linked to the message delivered by food businesses through marketing. Aside from that, firms make use of advertising strategies to attract new customers and

retain existing ones. The goal of advertising is to increase revenues by changing consumers' buying habits.

Online ads are also gaining a lot of traction across various age groups, and consumers are making purchases based on what they see on the internet. Many academics have investigated the impact of ads on consumer behavior. When advertising is done online, there are numerous tools and possibilities available, and the likelihood of making a purchase improves significantly (Elasri Ejjaberi, Rodríguez Rodríguez, & Aparicio Chueca, 2020). The various advertising channels and techniques have a significant impact on client buying behavior. The advertising can have a significant impact on the consumer's decision. Advertisements that are of good quality and project a favorable image have a significant impact on customer purchasing power (Funk, Alexandris, & McDonald, 2022). Consumers always want to feel secure about their buying decisions, according to the survey, and they admire celebrities who are more attractive and well-known than specialists. LeBron James, a professional volleyball player, has appeared in multiple advertising for energy drinks, and sales of such beverages have increased as a result (Bragg et al., 2013). If a well-known celebrity appears in a commercial, however, customers will be strongly impacted by the brand or product. Commercials are explored in this study paper through the marketing and psychology of companies regarding advertisements by volleyball players (Da Silva & Las Casas, 2017).

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The marketing of sports is a clear example of how marketers may use sports to communicate their messages. Sports, on the other hand, are frequently used as a signal to convey certain messages. For many organizations, advertising has become a vital platform for promotion. The reason for this is because when sports are utilized for advertising reasons, there is a wide range of high reach for commercials, a higher degree of flexibility, and a high level of exposure for companies. Various tiers of businesses are now promoting the notion of sports using any of the accessible means, which may include social media. Furthermore, volleyball, which is today regarded as the most popular sport on the planet, is viewed as a symbol of globalization. The EPL, which took place between 1992 and 1993, signaled the commercialization of volleyball. The English Premier League has grown to become the most widely broadcast and profitable sports league in the twenty-first century. With time, volleyball players don distinctive brand uniforms and jerseys, and advertising messages are carried beyond the stadiums. The equipment used in sports is publically advertised through websites that are designed to look like someone is searching for equipment related to the sport. Because a large portion of the audience is affected and oriented toward items marketed through sports such as volleyball, it is necessary to consider the public's health as well. In the event of EPL, it is highly typical to advertise things that are unhealthy, such as beverages, drinks, and high-fat foods. Teenagers are the age group most impacted by advertising since they consume these food brands and may be injured by them (Lopez-Gonzalez, Estévez, & Griffiths, 2017). It has been discovered that advertisements are directly linked to the psychological appeal of food brands, and that people pick them based on this. Many brands market their unhealthy products, which is well seen. Many non-Islamic nations have seen the majority of gambling businesses market their harmful products, which are bad for both the participants and the watchers (Hing et al., 2016).

Promotion and advertising of unhealthy goods, such as beverages and food, as well as the manufacturers of these goods, is prevalent. The advertising of all non-healthy goods has the potential to entice viewers of all live-streams and leagues to consume them. People of all ages make up the audiences for these leagues. Consumption of these harmful goods causes a person's fitness to deteriorate and causes bodily injury. According to the analysis, these marketing and promotion of harmful items may cause bodily harm to the Volleyball audience. The major goal of this study is to determine the psychological attractiveness of a food brand when it is advertised by a basketball star (Lamont, Hing, & Vitartas, 2016). Psychological attraction,

which is the exploration of causes behind a person's attraction to a certain object, is one of the factors of the research article. Physical attractiveness, similarity, and affinity are all elements that come under psychological attraction. The psychological attractions are related with food brands in this study article, to which individuals are more captivated when they have to make a decision about their product buy. The food brand is the other variable. Advertisement is the specific promotion of any product, brand, or service in order to attract attention and generate sales. Advertisement campaigns are used by businesses to promote their food goods to volleyball players. The ad campaign has been identified as a reliable means of attracting a certain audience for their brand. The study's other component is consumer behavior, which is defined as the investigation of consumers and the techniques used to pick and abandon their choices concerning commodities and services based on their connections and feelings (Knutson, 2000).

## Literature Review

According to studies conducted by many specialists, the psychological attractiveness of customers is the most important aspect in achieving successful brand marketing. The studies attempted to learn more about the elements that impact customer behavior when it comes to product selection. The research employs both qualitative and quantitative research methods in order to complete the study. Various elements, including as cultural influences, individual characteristics, and psychological aspects, have been identified. These are important factors that have a significant impact on consumer behavior. Furthermore, commercials connected to sports, such as advertisements of volleyball players, may help various businesses get awareness for sponsorship, allowing them to promote their products more effectively. Marketing is a critical component that impacts an individual's decision to purchase a product. In order to promote items more effectively, it is necessary to understand how customers react to different food brands (Dixon et al., 2020). It should come as no surprise that contemporary advertising builds society in a variety of ways (Calkins & Holden, 1909). When a person is identified with, some type of advertisement that has lingered in their brains, influencing their purchasing decisions. Nowadays, advertisements have become such a well-established part of our developed standard that life would be strange without them. Everyone is engrossed in advertising and is linked to them in some manner. Posters, advertisements on television, billboards, and advertisements on the internet while

watching shows or videos all preach the personal space of individuals and influence consumer behavior by telling them what they should buy and who they should be by portraying any celebrity or volleyball player.

Advertising's goal is to serve enterprises by gaining a competitive edge and attracting new consumers. Individuals in society would be unable to understand which source is the finest for getting the thing they require if there was no marketing (Ang, 1989). There was a period when people were unaware of new products and services, but in today's world, everyone is talking about technology, and people are aware of new things even before they are released. Because of the wide range of platforms and networks available to them, this has become easier. With a simple online search, there are an infinite number of manufacturers available to meet a person's needs. Choosing the correct product at the right moment has become more challenging as the selection has grown in size and diversity. At this time, effective advertising may make the difference between many options on the market. Typically, advertising organizations use one of two well-known methods of advertising these days. The first type of advertising focus is on the quality-driven side, where they attract people based on product quality and preach about it. Another type of advertising focus is to establish an emotional connection and relationship with clients by conducting research into what might impact them. When a consumer establishes a sense of harmony with a certain brand, choosing between two items becomes simple. Empathy with a brand may be as basic as the Apple iPhone logo design, or anything that repeats and corresponds to a person's psyche (Costa et al., 2020). The most successful ad campaigns are those that don't only talk about their products, but instead create a glowing atmosphere that elicits a strong emotional response from the customer. These are sponsorships produced by volleyball players who wear the shirts and are taken part in the ad campaign by drinking or eating anything that would entice the viewers to generate a feeling to that drink or food if they have any emotion associated to the Volleyball game or player.

The study looks at how ads on the internet, radio, and television have a significant impact on customer buying behavior and product selection. It was discovered that among university students, the most important element influencing customer purchase decisions is product advertising. The marketing of volleyball sportsmen boosts the earnings of various gambling firms and brands (Ireland et al., 2021). Furthermore, many marketers use advertising through social media, the internet, and other forms of mass media to raise awareness of their brand and products. The study examines the link between sports dedication and the

calming effect of promotional techniques. It was discovered that using sports in advertising is a well-known method for launching a brand, describing a product, and amplifying marketing. The association was discovered through the collection of questionnaires from a variety of sports customers. The promotion and advertising of various companies is carried out via various social networks, mobile phones, and the internet. These networks, on the other hand, are seen as having precedence when it comes to transmitting corporate identity and sports player dedication (Asadollahi et al., 2020). The linkages between market circumstances and brand and product attributes influence buying decisions for any product. When it comes to purchasing a product, consumers have a variety of options.

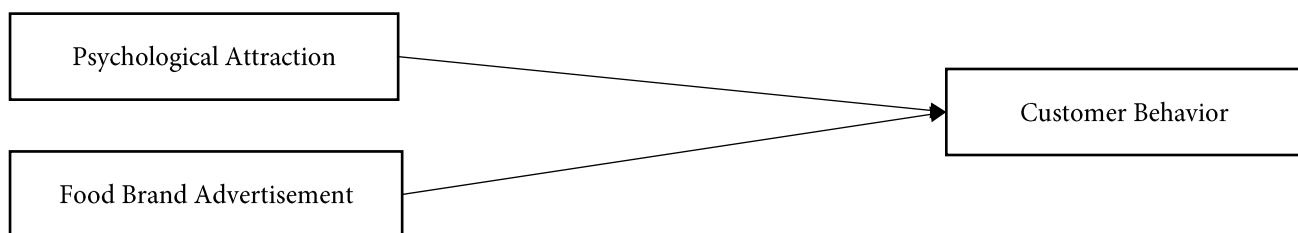
The distinction may be made by the food manufacturers themselves, allowing consumers to make their own decisions. Some food brands place a strong emphasis on the product. When they describe their product in terms of its usage and influence on customers, they exhibit a certain trait about it. This is difficult to achieve, especially when the brand is exhibiting a commodity whose selling feature is related with taste, which cannot be transmitted via television (Hartmann et al., 2017). However, ads developed by corporations that do not attempt to convey the features associated with their product and instead rely only on kindling certain emotions and relationships with their food brand. The goal of the director behind this style of commercial is to convey the emotions associated with their meal by tying it to a well-known celebrity or sports person who will partake in their advertisement. In a 1-minute commercial, they only mention their product in the last 6 seconds (Kończak, 2020). It is critical to be concerned about the product's relationship with the customer. It is not simple for a consumer to make a decision on a food product. Making effective commercials facilitates self-determination in recognizing the thing a person requires (Aicher, Brenner, & Aicher, 2015).

The commercial assists the individual in making the best product decision for them, and they make their purchase by establishing an emotional connection with the business or, more specifically, with the person who is featured in the advertisement. The advertisement's basis is built on one thing: pleasure. When a person buys a new automobile or eats new food, they need someone to tell them that they made the proper decision, which is often ignored when they see an advertising where the product is ingested by a celebrity or a volleyball player. Commercials that collect a person's emotions are circling in the person's subconscious mind (Loebnitz & Grunert, 2022). It is a guarantee that the marketing department will succeed in its inquiry if the

buyer develops an emotional connection with the brand. Taste, parody of well-known personalities, quality, and a sense of fun are among the strategies employed by ads and commercials. These methods are utilized all around the world to increase the number of potential customers. Furthermore, the most common strategy used on television to promote the liking of their food brand among children was to use special characters that they adored, offering them exclusive deals, and illustrating nutrition and health-related scenarios. Despite the fact that the matter of flavor and the high desirability of pleasure, brand ads have a huge impact on children's food choices (Perrier, 2020).

## Methodology

Brands are now endorsing celebrities while advertising food items. Therefore, this paper is analyzing the nexus between Volleyball player's advertisement and psychological attraction of food brands. This paper had three variables; where there were two IVs. The research framework had Psychological Attraction (PA) and Food Brand Advertisement (FBA) as independent variables. Whereas, Customer Behavior (CB) was used as Dependent Variables. However, the data was collected from 100 customers. The collected data was analysed by using SEM PLS 3.

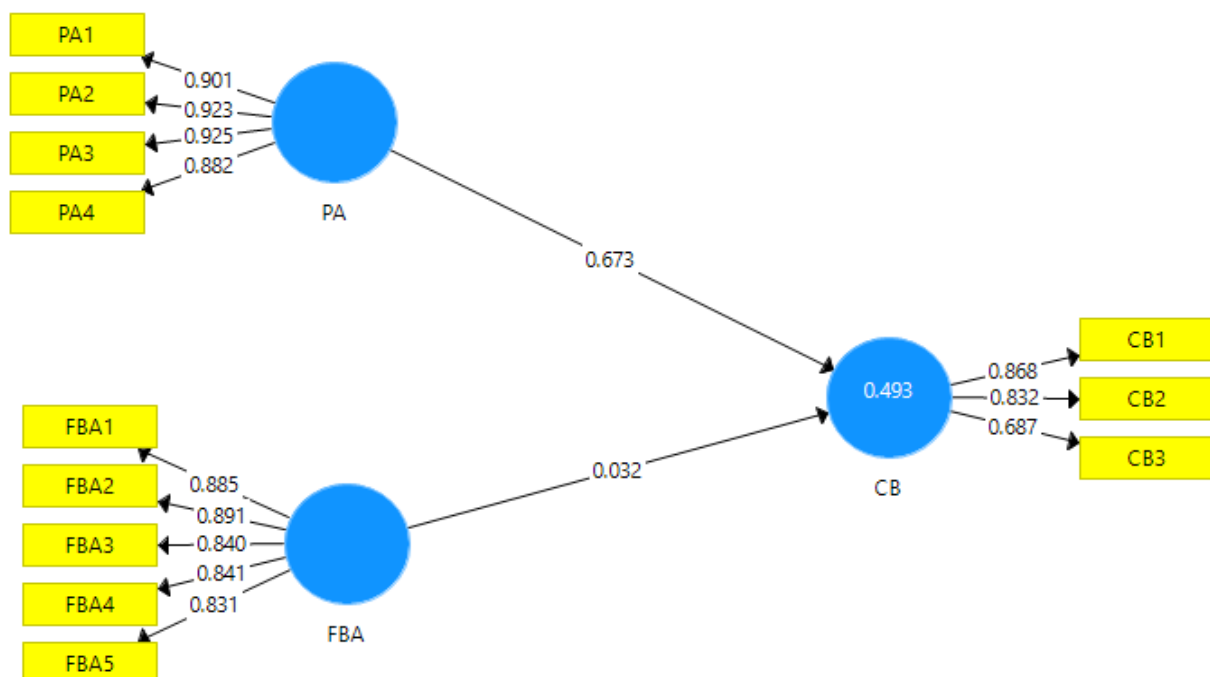


## Discussion and Analysis

### PLS Algorithm

The PLS Algorithm used in our study is depicted in the diagram below. The model in this article was created with the SEM PLS 3 software. The model's fitness is determined by the PLS algorithm. Psychological Attractions (PA) and Food Brand Advertisements (FBA) were used as IVs, and

their impact was tested on Customer Behavior (CB). The data was gathered using these three variables. Where, PA (Psychological Attractions) had three items, Food Brand Advertisements (FBA) had five items, and Customer Behavior (CB) had three measuring items. The PLS Algorithm of the research model had positive path between variables. The route analysis of the research model is shown below, showing positive paths. Where PA → CB had 0.673, and FBA → CB had 0.032.





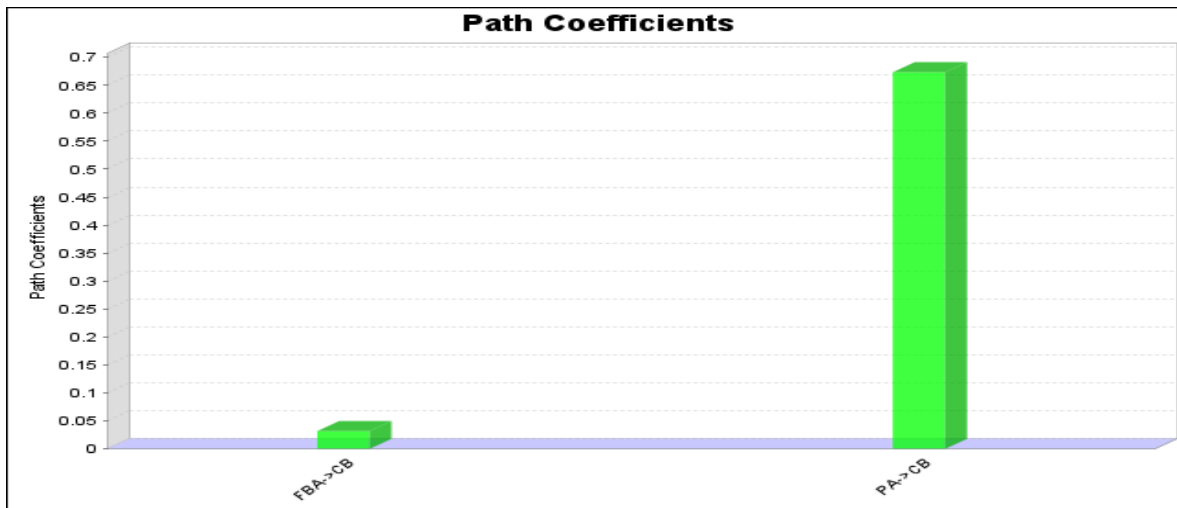
### Path Correlation

The figure of PLS Algorithm depicts that all three variables are positively correlated.

The table below and figure underneath shows that FBA → CB has weak positive path of 0.032, whereas, PA and CB

show Strong Positive Path of 0.673.

	CB
FBA	0.032
PA	0.673



### Outer Loadings

The path coefficients of the variables are provided in Table below. The positive path coefficients for PA, FBA, and CB, respectively, according to the results. However, the result from table given below shows the loadings of items against variables were likewise positive, as shown in the PLS algorithm picture. For example, CB (Customer Behavior) has positive strong loadings of CB1 (0.868), CB2 (0.832), and CB3 (0.687).

	CB	FBA	PA
CB1	0.868		
CB2	0.832		
CB3	0.687		
FBA1		0.885	
FBA2		0.891	
FBA3		0.840	
FBA4		0.841	
FBA5		0.831	
PA1			0.901
PA2			0.923
PA3			0.925
PA4			0.882

### Latent Variable Correlations

Table below shows the correlation coefficients between the variables. As a consequence, the data revealed that the components have a positive association. The results show that there is a strong positive relationship between the

variables. Table of Latent Variable Correlation, for example, suggests that FBA → CB correlation of 0.635 (63.5 percent) between the variables.

The correlation between PA → CB that has been discovered is 0.702, which is the strong positive correlation of 70.2%. However, to analyze the Nexus between PA (Psychological Attractions) and FBA (Food Brand Advertisement), there inter-correlation between PA and FBA was also analyzed. Therefore, the results from the table underneath shows that PA → FBA are 0.895 (89.5%) correlated with each other. The entire model exhibited a significant positive correlation between the latent variables from the study model, as shown in Figure of PLS Algorithm.

	CB	FBA	PA
CB	1.000	0.635	0.702
FBA	0.635	1.000	0.895
PA	0.702	0.895	1.000

### LV descriptive

In terms of their value, the table above depicts the relative importance of descriptive and latent variables. The data show that the Min and Max values in the LV descriptive Descriptive Statistics Table are between -2 and 5, suggesting that the values are within the allowed range of -2 and 5. Skewness values vary from -1 to +1, with positively skewed variables being moderately symmetric and hence undesirable, and negatively skewed variables being moderately symmetric and thus acceptable. The variables'

values were very probably tailed to the left due to their negative skewness, resulting in a median and mean that are less than the variables' mode.

	Median	Min	Max	Excess Kurtosis	Skewness
CB	0.014	-2.031	2.058	-0.279	-0.174
FBA	0.268	-2.446	1.644	-0.643	-0.631
PA	0.316	-2.317	1.509	-0.583	-0.778

z	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
CB1	-0.044	-2.160	1.014	0.496	4.276	-1.361
CB2	-0.019	-1.645	1.884	0.554	2.130	-0.212
CB3	0.082	-2.189	1.465	0.727	1.626	-1.065
FBA1	0.011	-1.165	1.732	0.466	2.020	0.580
FBA2	0.033	-1.523	1.380	0.455	1.106	-0.162
FBA3	0.047	-1.883	1.151	0.542	0.724	-0.465
FBA4	0.071	-1.536	1.176	0.541	0.274	-0.421
FBA5	0.082	-1.779	1.059	0.556	0.764	-0.907
PA1	0.029	-1.104	1.238	0.433	0.251	0.024
PA2	-0.013	-1.357	0.656	0.385	0.832	-0.680
PA3	-0.004	-1.257	0.741	0.380	0.901	-0.633
PA4	0.006	-1.305	1.401	0.472	0.693	0.003

#### Inner Model Residual descriptive

The table underneath shows the residual descriptive of the inner model. The minimum and maximum values of CB (Customer Behavior), as shown in the table, are -2 and 5,

	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
CB	-0.032	-1.915	2.058	0.712	-0.003	0.047

#### Quality Criteria

##### R Square

The R-square value and modified R-square for various scenarios are shown in the table below. PA (Psychological Attraction) and FBA (Food Brand Attraction) have a favorable impact on the CB (Customer Behavior). According to the data, the current R Square value is 0.493 (49.3%), with an adjusted R-square of 0.482, indicating that the model is well-suited to the CB research.

	R Square	R Square Adjusted
CB	0.493	0.482

##### f Square

The values for f-Square are shown in Table underneath. The f-square represents the variability in R Square in a research model with an endogenous variable. As shown in the table below, when an endogenous variable changes, the

#### Outer Model Residual Descriptives

The Outer Model Residual Correlation will show how items interact with one another, and which elements should be removed to improve the fitness of a good research model test. As a result, CB1, CB2, CB3, FBA1, FBA2, FBA3, FBA4, FBA5, PA2, and PA3 are tailed to left due to their negative skewness.

respectively. A total of 100 customers were polled on their perspectives. The data was not changed because the skewness and kurtosis readings were close to zero and in the -1 to 1 range. The CB curve is positively skewed, which indicates that the curve's longer side is on the right.

relationship between FBA → CB (0.000). There will be a positive change if an endogenous variable alters the link between PA → CB (showing unacceptable changes).

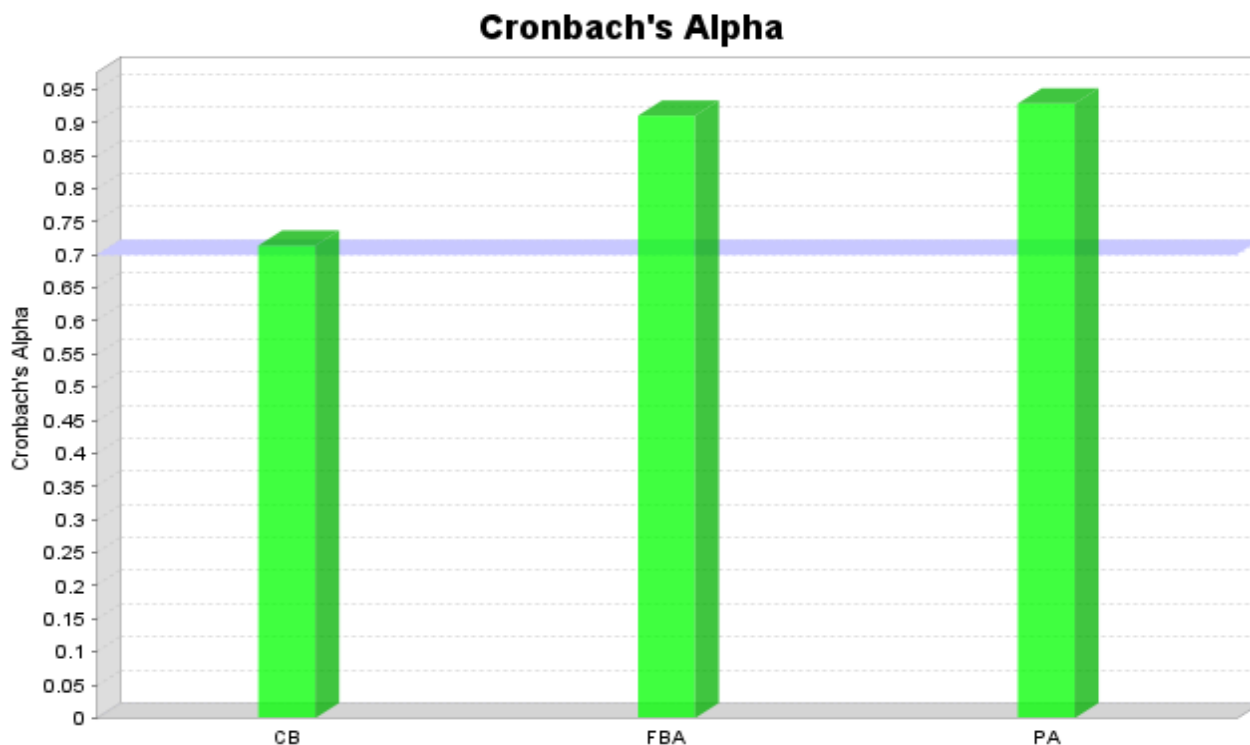
	CB
FBA	0.000
PA	0.177

#### Construct Reliability and Validity

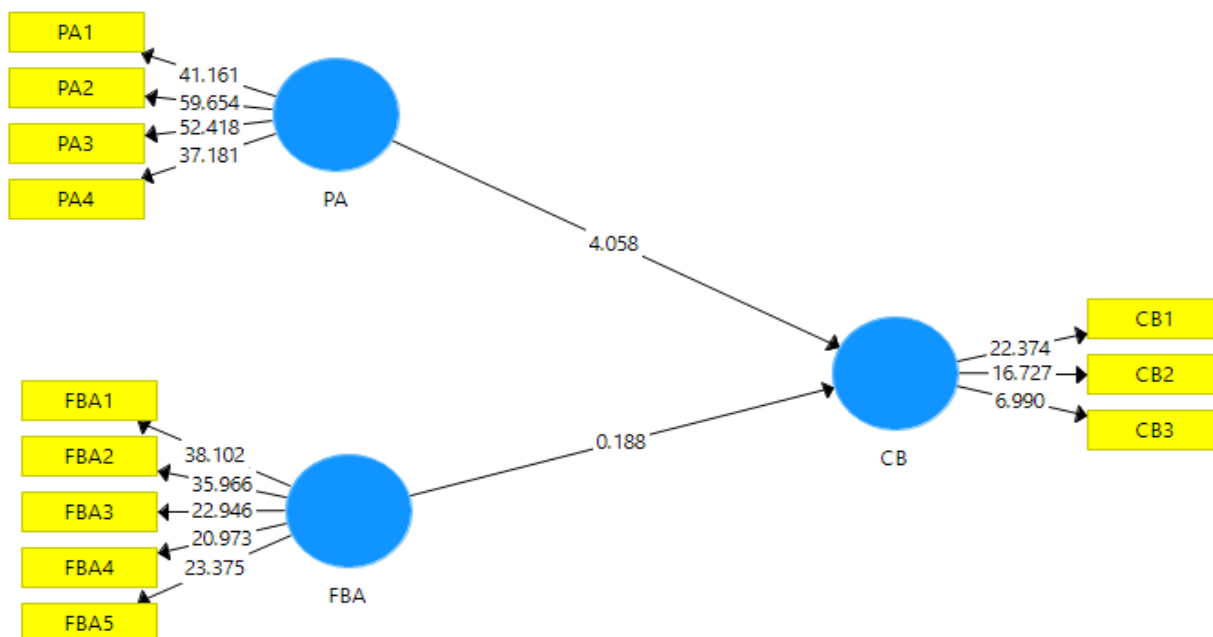
The study's construct reliability and validity are listed in the table below. Cronbach Alpha is more than 0.70 in reliability testing. (This demonstrates that the data acquired for the study was accurate and timely.) Cronbach's Alpha, rho A, Composite Reliability, and AVE all have a value of one. The rho-A values reflect composite reliability rates, while the statistics provide the average variance of all variables collected in the study. As a result, the composite dependability rating of the hidden variable is also satisfactory.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CB	0.714	0.735	0.841	0.640
FBA	0.910	0.918	0.933	0.736
PA	0.929	0.929	0.949	0.824

The figure underneath had shown the graphical representations of the Cronbach's Alpha value had reliable values.



**PLS Algorithm Bootstrapping Algorithm**



After bootstrapping the data to 500 respondents, the PLS Algorithm of the research model is shown in Figure above. For example, if data were collected from 500 Customers,

the study model would yield the following conclusions. The Figure above shows that PA → CB (4.058) and FBA → CB (0.188).

### Bootstrapping descriptive

The path coefficients for all latent variables' links are listed in the table. The t-statistics value is near to zero, indicating that the data is valid and representative. Acceptable P-

Values imply that variables are related. The aggregate effect of latent variables on one another. After bootstrapping the data, the results indicate that FBA → CB had insignificant relationship. Whereas, PA → CB had insignificant relationship.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
FBA -> CB	0.032	0.059	0.169	0.188	<b>0.851</b>
PA -> CB	0.673	0.648	0.166	4.058	<b>0.000</b>

### Confidence Intervals

The results were bootstrapped to 500 people in total. The error replies were decreased by bootstrapping the questionnaire, and the relationship between the variables was improved with a 97.5 percent confidence interval bias correlation.

	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
FBA -> CB	0.032	0.059	-0.257	0.414
PA -> CB	0.673	0.648	0.282	0.948

### Discriminant Validity

#### Fornell-Larcker Criterion

In the table below, the Fornell-Larcker Criterion (FLC) calculated in the study is shown. It's used to figure out how the PA, FBA, and CB work together. The variables show a positive degree of share variance in terms of their relative shares, according to the data. The degree of shared variance between the variables in this case is 0.635 (FBA → CB), which means that changing one unit of FBA changes the variance of the variable CB by 63.5% (which is a huge variation).

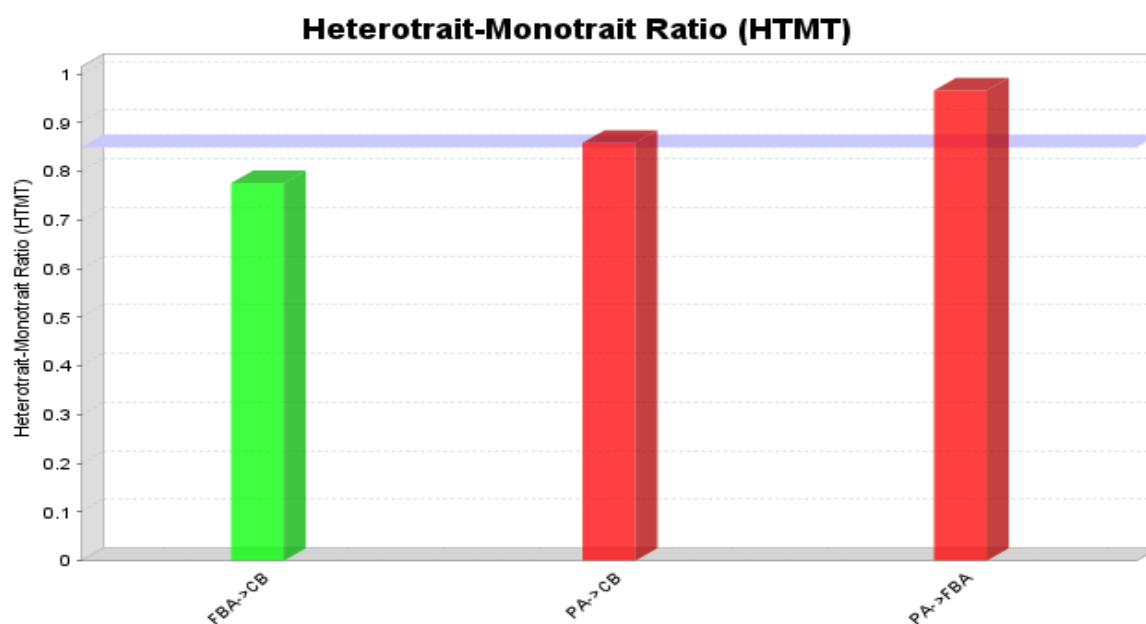
	CB	FBA	PA
CB	0.800		
FBA	0.635	0.858	
PA	0.702	0.895	0.908

### Heterotrait-Monotrait Ratio (HTMT)

To determine if a variable is discriminately valid, the Heterotrait-Monotrait Ratio (HTMT) values are utilized (as shown in Table and Figure below). It shows how closely the latent variables are related. According to the data, if PA (Psychological Attractions) and CB (Consumer Behavior) are equal, the relationship will have 0.776 (77.6%) the same validity. The highest levels of validity between PA → FBA (0.967) are seen in this graph, followed by an 96.7 percent change.

	CB	FBA	PA
CB			
FBA	<b>0.776</b>		
PA	0.859	<b>0.967</b>	

The values of several latent variables that correlate to the table's values are depicted in the figure below. The variables showed a high level of validity, indicating that their connections had been discovered. The correlations between all variables were confirmed to be invalid in PA → CB, and PA → FBA.





### Cross Loadings

The cross loading of items against variables is shown in the table below. Cross loadings reveal high positive loads against the variables.

	CB	FBA	PA
CB1	0.868	0.559	0.610
CB2	0.832	0.533	0.589
CB3	0.687	0.420	0.475
FBA1	0.631	0.885	0.859
FBA2	0.574	0.891	0.830
FBA3	0.503	0.840	0.757
FBA4	0.469	0.841	0.668
FBA5	0.521	0.831	0.699
PA1	0.619	0.788	0.901
PA2	0.652	0.806	0.923
PA3	0.646	0.841	0.925
PA4	0.630	0.816	0.882

### Inner VIF Values

The inner VIF values, as well as the loading of Independent Variables against Dependent Variables, are displayed in the table below. FBA, for example, provides CB a loading of 5.039.

	CB
FBA	5.039
PA	5.039

### Model Fitness

#### Fit Summary

The model fitness study findings are shown in table below, which shows how the saturated model and the estimated model were used to conduct the model fitness study. The saturated model has an SRMR score of 0.062, according to the model. As a consequence, the expected model's rate is 0.062, implying that the fitness analyses of the variables are comparable. The rate is 0.295 when the d-ULS data is calculated. The statistics suggest that FBA, PA and CB have a positive impact on each other, as evidenced by this rate. However, the value for Chi-Square is 148.232, which shows higher correlation between the variables.

	Saturated Model	Estimated Model
SRMR	0.062	0.062
d_ULS	0.295	0.295
d_G	0.284	0.284
Chi-Square	148.232	148.232
NFI	0.855	0.855

### rms Theta

The rms Theta function is determined on SEM PLS 3 as shown in the table below. This table shows the root mean squared residual covariance of the variable's outer model residuals. RMS Theta, which equals 0.213, is the greatest match for 21.3 percent of the outer model, giving it the best fit overall, according to the calculations.

rms Theta	0.213
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### Conclusion

Advertising's goal is to serve enterprises by gaining a competitive edge and attracting new customers. To obtain competitive advantage, there must be an increase in technology as well as public awareness of the brand. It is impossible to accomplish without a well-thought-out marketing plan, as well as awareness, execution, and structured advertising approaches. As a result, advertising is an important strategy for marketing products to consumers. This study paper claims that it is important to look into the psychological appeal of food brands in relation to Volleyball players, as well as customer behavior while making product purchases. The difference can be made by the food manufacturers themselves, allowing consumers to make their own decisions. Some food brands place a strong emphasis on the product. When they describe their product in terms of its usage and impact on consumers, they exhibit a specific trait about it. Psychological Attraction (PA) and Food Brand Advertisement (FBA) were independent variables in the research paradigm. Customer Behavior (CB) was used as a Dependent Variable in this study. The results indicated positive correlation between the variables. Advertisements on the internet, radio, and television have a strong influence on customer purchase behavior and product selection. It was discovered that among university students, the most important element influencing customer purchase decisions is product advertising.

### Recommendations

Following are the recommendations for the study;

- This study lacked the changing Decision-Making Criteria of Customers according to the Food Brand Advertisement.
- Furthermore, the study indicated that awareness campaigns mould the purchase decisions of customers as well. Therefore, the future studies can add a comparison between post purchase decision and pre-purchase decisions.

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