

Intercultural differences in perceptions of the Tiger Woods Scandal

– A Comparative Study between South Korea and the U.S. –

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Abstract

Reputation is formed by the public, not by an organization or an individual. It is important to understand how people perceive a situation when a celebrity has a crisis, but members of different cultures may have different perceptions of the crisis that may require different types of crisis communication strategies. Cultural differences that led to differing perceptions between people in the U.S. and South Korea one year after the Tiger Woods' sex scandal were investigated in this study. Results show that people in the two countries saw this crisis differently and that Tiger Woods' involvement with charitable social activities had an influence on people's perception about his comeback and endorsements.

Key words: scandal, reputation, cultural difference, Tiger Woods, crisis perception

I. Introduction

There is no doubt that Tiger Woods is one of the most admired professional golf players in history. He won 74 Professional Golf Association(PGA) tours and is one of five players in history to complete the career Grand Slam of major professional championships, holding the record as youngest player to achieve it after he won the British Open in 2000. In 2001, he won all four professional championships for the first time ever in history(Tigerwoods.com, n.d.). Not

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surprisingly, Tiger Woods was listed as the world's most marketable athlete in 2008(Sweet, 2008). In 2009, Forbes chose him as the fifth most powerful celebrity and the highest earner in the world based on earnings, web mentions, TV/radio mentions, and number of times he appeared on major consumer magazines. Tiger Woods even did not play a game in 2008, but found a way to make money by creating a golf course("The Celebrity 100," 2009). Woods was also ranked number 3 in the sports hero category and number 2 in the sports celebrity category when Shuart(2007) measured a celebrity-hero matrix of athletes. However, late in 2009, Woods abruptly lost the reputation he had built up over a long time. Though he was previously considered a master of gentlemanly composure, Woods' sexual behavior was exposed to the public, and the hero became a public enemy(Carroll, 2010). Along with his reputation, he also lost a number of endorsements, including Nike Inc., television networks, and the PGA Tour, losing about \$220 million in revenue as a result(Buteau & Fixmer, 2009).

Reputation is one of the most important factors facilitating good communication between organizations and their publics. Hong & Yang(2009) disclosed that a company's reputation is positively related with customers' positive word of mouth intention. However, reputation is hard to build and easy to destroy because it is owned by publics, not by an organization or a person(Gibson, *et. al.*, 2006). The reputation of a celebrity works in a similar way. Building up a good image helps them make more earnings and gives them more opportunities to work with companies. Therefore, how an endorser's scandal influences public perception needs to be investigated. It has been more than four years since Woods had this major crisis and returned to the game of golf, but in the meantime there has not been much study of the influence of his lost reputation on the companies he endorsed.

Tiger Woods is a globally known athlete. Products he endorsed, such as Nike, Gillette, and Electronic Arts, are also globally known brands. Therefore, it is also necessary to study how people in different countries perceived the scandal. The purpose of this study was to investigate perceptions about Tiger Woods in the wake of his sex scandal in 2009. The perceptions of people in two countries(South Korea and the U.S.) were compared one year after the crisis happened

II. Literature Review

1. Crisis Communication and Image Restoration

Image is essential to organizations as well as individuals. Crises are events that disrupt organizations' operations and damage their reputations and image(Coombs & Holladay, 2002). According to Benoit(1997), an organization or an individual should not make an unfavorable impression no matter what happened. In addition, the organization's or individual's reaction should not be offensive or perceived as offensive because the perception of audiences is often more important than reality.

Furthermore, there are always multiple audiences who have different perceptions about an organization. Image is not homogeneous; rather, it is dynamic and may not be "restored" to the way it was before the crisis occurred(Benoit, 2000). According to Coombs(2006: 243), crisis responses need to be determined by "how much stakeholders attribute the cause of the crisis to the organization", that is, stakeholders' perceptions of crisis responsibility. Coombs further explained that perceptions are influenced by the severity of the damage and by crisis history(prior image or reputation). Payne(2006) insisted that positive memories of a company helped people recall details about an apologetic response better. Crisis history is an intensifier and increases the reputational damage of an organization(Coombs & Holladay, 2001). Coombs(2004) also said that crisis history strengthens the perception of a party's responsibility for the crisis. In other words, if similar crises occur to an entity, people perceive the responsibility of the entity as being stronger. According to Situational Crisis Communication Theory(SCCT), if a party is considered more responsible, people expect a stronger response. Therefore, the kind of image an organization has established and how people perceive a particular crisis situation differently must be taken into account to build an image restoration strategy.

2. Cultural Differences in Crisis Perception

Cultural aspects of crisis communication are of particular interest in this study. Culture shapes ethical beliefs at a personal level as well as a national level (Samovar, *et. al.*, 2010). Image restoration strategies are also influenced by culture. This makes crisis communication complicated and requires a good understanding of different cultures(Drumheller & Benoit, 2004). Different perspectives created by cultural differences affect

How people respond to a certain situation. Gaviely-Nuri(2012: 78) said that people are not influenced by ultimate values of their culture; instead, they are influenced by cultural codes, which include "compact packages of shared values, norms, ethos, and social beliefs". Therefore, based on

cultural codes, people would be influenced by and perceive a crisis situation differently.

According to the Hofstede Center (n.d.), people from South Korea have relatively high power distance scores and low individualism scores. This means that people in South Korea are more likely to accept a hierarchical social order and tend to be collectivistic. On the other hand, people in the U.S. show relatively low scores on the power distance index while scoring high on individualism. In addition, while the U.S. has traits of high masculinity culture and low uncertainty avoidance, South Korea shows a femininity culture with very high uncertainty avoidance. Therefore, in many ways, South Korea is different from the U.S.

These different cultural codes would also come into play in a crisis. An, Park, *et. al.*(2010) found that people's perceptions about an organization's treatment of employees' mistakes were different in Korea and the U.S. Specifically, people in South Korea showed a more negative attitude toward an organization that fired an employee who made a mistake. Jung, *et. al.*(2011) also found that when Samsung had an allegation of wrongdoing, people expressed concerns about national image as a whole. These results illustrate the highly collectivistic and hierarchical culture of South Korea.

One of the purposes of this study is to investigate the influence of culture on perceptions of a sex scandal of a well-known athlete. In that sense, South Korea is a good subject because it shows typical Asian culture, which is quite different from U.S. culture. In addition, South Koreans are avid golf fans. Yu(2009) reported that Koreans won 11 of 28 official Ladies Professional Golf Association(LPGA) competitions, and Korean players have dominated the sport since Seri Park won a LPGA title in 1998. Tiger Woods is a global star and popular with Korean golf fans. His sex scandal was a shock, but Korean fans are likely to have perceived the scandal differently compared to American fans.

3. Brand Reputation and Celebrity Endorsement

Lastly, how people perceive a celebrity's crisis would determine the celebrity's reputation, which will ultimately influence not only the celebrity's own career, but also his or her endorsers. Reputation is made by others and depends on how people perceive the brand. A company or a brand has a good reputation only when its customers think it produces a good quality product(Shapiro, 1983). Chaudhuri(2002) pointed out that brand advertising and brand age are the two most influential factors of brand reputation. McCorkindale(2008) added familiarity to the

formula. Celebrities have all of these qualities.

Fans' involvement with celebrities is closely related with the frequency of celebrities' exposure to their fans (Kassing & Sanderson, 2009). Kassing and Sanderson insisted that it is especially easier for fans to establish para-social interaction with sports stars because they warrant greater attention by their pre- and post-game stories, performance assessment, and public appearances. This para-social interaction has an influence on attitudinal and behavioral change. For example, Brown, *et. al.*(2003) revealed that fans who had established para-social relationships with former Major League Baseball player Mark McGwire wanted to learn more about the child abuse prevention program he promoted through his involvement with the organization and related media appearances. The fans also wanted to emulate his giving to his charity. Earlier, *et. al.*(1995) said it was possible for Magic Johnson to talk about AIDS prevention to adolescents and young adults like their friends do if high involvement with him has been established through para-social interaction.

Celebrities also have a reputation that companies can borrow. Celebrity endorsement is used by companies more than ever (Hakimi, *et. al.*, 2011). Celebrities bring "brand equity" which a company wishes to transfer to their brand (Edwards & La Ferle, 2009). Atkin and Block (1983) found that advertising featuring a celebrity consistently garnered more favorable attitudes toward the product than advertising without a celebrity. In addition, celebrity characters were viewed as more trustworthy than non-celebrity characters. In other studies, sports star's credibility, attractiveness, and professionalism have all been found to influence attitude toward the endorsed advertising (e.g., Jin & Cho, 2001; Kim, *et. al.*, 2004; Kim, *et. al.*, 2006). Therefore, it can backfire when a celebrity endorser has problems with his or her reputation because of a crisis.

Three research questions about different perceptions are posited based on the literature review:

RQ1: How did Tiger Woods' history of being involved with charitable social activities influence the perception of his scandal?

RQ2: Are there any differences in perception of Tiger Woods' sex scandal between participants in South Korea and the U.S.?

RQ3: Does the different perception of Tiger Woods' scandal have any relationship with the approval of Tiger Woods' endorsement?

III. Methods

1. Demographics

Among 280 total participants, 177(63.2%) were female and 103(36.8%) were male. Specifically, in South Korea, 76(70.4%) female participants and 32(29.6%) male participants participated in this study. In the U.S., 101(58.7%) female participants and 71(41.3%) male participants participated. Among South Korean participants, 59.3% were aged 20-21(n=64) followed by 22-23(n=18, 16.7%), 24-25(n=11, 10.2%), 26-27(n=9, 8.3%), and 28-29(n=6, 5.6%). For the U.S. participants, 77.3%(n=133) were aged 20-21, followed by 22-23(n=21, 12.2%), 24-25(n=6, 3.5%), 26-27(n=3, 1.7%), and 28-29(n=9, 5.2%).

2. Exposure to Tiger Woods

There were differences between the U.S. and South Korean participants on their exposure to Tiger Woods' advertising, $\chi^2(1, N=280)=15.15, p<0.001$. Among the U.S. participants, 90.7%(n=156) reported that they watched advertising that Tiger Woods endorsed, while 73.1%(n=79) of South Korean participants were exposed to his advertising. In terms of gender differences, overall 95.1% of males(n=98) had watched advertising Tiger Woods endorsed, while 77.4% of females(n=137) had watched it, $\chi^2(1, N=280)=15.20, p<0.001$. Among the South Korean participants, 87.5% of males(n=28) watched Tiger Woods' advertising, while 67.1% of females(n=51) watched it, $\chi^2(1, N=108)=4.77, p<0.05$. Among the U.S. participants, 98.6% of males(n=70) watched his advertising, while 85.1% of females(n=65) watched it, $\chi^2(1, N=172)=8.93, p<0.01$.

Awareness of Tiger Woods' social activity participation also showed differences between the two countries, $\chi^2(1, N=280)=69.50, p<0.001$. Only 20.4%(n=22) of South Korean participants said they were aware that Tiger Woods participated in social activities, while 71.5%(n=123) of the U.S. participants reported they knew about it. There was a difference between males and females among the U.S. participants. Specifically, 81.7%(n=58) of males knew about Tiger Woods' social activities, while 64.4% of females(n=65) knew about it, $\chi^2(1, n=172)=6.15, p<0.05$.

<Table 1> Male vs. Female Perceptions of Tiger Woods in South Korea and the U.S

	South Korea (n=108)			U.S. (n=172)			Total (N=280)
	Male (M)	Female (M)	Total (M)	Male (M)	Female (M)	Total (M)	
Fanship toward Woods	2.88	2.38	2.53	3.20	2.36	2.70	2.64
Fanship toward Golf	2.81	2.74*	2.76	3.15	2.37*	2.69	2.72
Awareness of Woods' social activity	3.13**	2.99***	3.03**	3.66**	3.70***	3.69**	3.43
Congeniality of Wood's social activity	3.47**	3.28***	3.33**	3.98**	3.67***	3.79**	3.61

Note: 1=Not at all, 5=A great deal, * $p<0.05$, ** $p<0.01$, *** $p<0.001$

As <Table 1> shows, fanship toward Woods was generally short of being moderate ($M=2.72$, $SD=1.09$). There was no difference between South Korea ($M=2.53$, $SD=0.70$) and the U.S. ($M=2.70$, $SD=1.14$). Fanship toward golf ($M=2.72$, $SD=1.09$) was not different between the two countries; however, females in South Korea ($M=2.74$, $SD=0.57$) liked golf more than females in the U.S. ($M=2.37$, $SD=1.14$), $t(175)=2.60$, $p<0.01$. U.S. participants ($M=3.69$, $SD=0.86$) knew more about Woods' social activity than South Korean participants did ($M=3.03$, $SD=0.50$), $t(278)=-7.26$, $p<0.001$. Participants generally felt favorably about Woods' social activity ($M=3.61$, $SD=0.78$); however, the U.S. participants were more favorable about it ($M=3.79$, $SD=0.75$) than the South Korean participants ($M=3.33$, $SD=0.75$), $t(278)=-4.966$, $p<0.001$.

Comparisons between male and female participants within countries were also conducted. Among South Korean participants, there was no difference between male and female participants except for their fanship toward Tiger Woods ($M=2.53$, $SD=0.70$). Male participants ($M=2.88$, $SD=0.80$) expressed higher levels of fanship than female participants did ($M=2.38$, $SD=0.59$), $t(106)=3.54$, $p<0.01$. Among the U.S. participants, there were statistically significant differences between genders for all items except awareness of Woods' social activity. Males had higher fanship toward Woods ($M=3.20$, $SD=1.05$) than females had ($M=2.36$, $SD=1.08$), $t(170)=5.09$, $p<0.001$. Males ($M=3.15$, $SD=1.25$) also liked golf more than females did ($M=2.37$, $SD=1.14$), $t(170)=4.30$, $p<0.001$. Lastly, males ($M=3.97$, $SD=0.74$) liked that Woods participated in social activity more than females did ($M=3.66$, $SD=0.74$), $t(170)=2.70$, $p<0.01$.

3. Personal Perception about Celebrity Endorsement and Ethics

<Table 2> shows that there was a statistically significant difference between participants in the

two countries. Participants from the U.S.(M=4.51, SD=0.70) had a more positive attitude toward celebrities' social activity than those from South Korea(M=4.17, SD=0.74), $t(278)=-3.904$, $p<0.001$. There was a particularly large difference between females of both countries, namely, participants in the U.S.(M=4.58, SD=0.64) expressed a more positive attitude toward celebrities' social activity than those in South Korea(M=4.08, SD=0.76), $t(175)=-4.80$, $p<0.001$.

<Table 2> Male vs. Female Perception of Celebrity Endorsement and Ethics in South Korea and the U.S

	South Korea (n=108)			U.S. (n=172)			Total (N=280)
	Male (M)	Female (M)	Total (M)	Male (M)	Female (M)	Total (M)	
Social activity's	4.38	4.08***	4.17***	4.41	4.58***	4.51***	4.38
Scandals	4.53	4.32**	4.38	4.32	4.64**	4.51	4.46
Celebrities'	2.19**	2.91***	2.69***	1.56**	1.92***	1.77***	2.13
Adultery	1.88***	1.62***	1.69***	1.10***	1.10***	1.10***	1.33

Note: 1=Strongly disagree, 2=Strongly Agree (Perceptions on cheating: 1=Strongly disapprove, 5=Strongly approve), ** $p<0.01$, *** $p<0.001$.

Participants also generally thought that celebrities' scandals influence the effect of advertising(M=4.46, SD=0.80). Females in the U.S. ranked a scandal's influence the highest (M=4.64, SD=0.67) compared to South Korean females(M=4.31, SD=0.70), $t(175)=-3.16$, $p<0.01$, and U.S. males(M=4.32, SD=1.00), $t(170)=-2.512$, $p<0.05$.

For influence of private lives of celebrities on participants' lives(M=2.12, SD=1.11), females in South Korea expressed the highest agreement that celebrities' private lives influence their own lives(M=2.91, SD=0.98) followed by males in South Korea(M=2.19, SD=1.28), $t(106)=-3.17$, $p<0.01$. U.S. participants disapproved more strongly of cheating on one's spouse(M=1.10, SD=0.35) than the South Korean participants did(M=1.69, SD=0.83), $t(278)=8.332$, $p<0.001$. There was no difference between genders within each country.

4. Attitude toward Tiger Woods' endorsements

As <Table 3> illustrates, female participants in the U.S. had the strongest negative reaction on his endorsements(M=1.75, SD=0.77), which scored lower than male participants(M=2.35, SD=0.90), $t(170)=4.71$, $p<0.001$. The U.S. female participants also scored lower than female participants in

South Korea($M=2.12$, $SD=0.80$), $t(175)=3.09$, $p<0.01$. In both countries, female participants did not like his appearance in advertising more than males. Among South Korean participants, females expressed a lower level of approval($M=2.36$, $SD=0.72$) than male participants did($M=2.84$, $SD=0.95$), $t(46.76)=2.60$, $p<0.05$. Among the U.S. participants, females also had a stronger negative reaction($M=2.34$, $SD=0.82$) than male participants did($M=2.97$, $SD=0.77$), $t(170)=5.13$, $p<0.001$

<Table 3> Male vs. Female Attitude toward Tiger Woods in South Korea and the U.S.

	South Korea (n =108)			U.S. (n=172)			Total (N=280)
	Male (M)	Female (M)	Total (M)	Male (M)	Female (M)	Total (M)	
Scandal	2.34	2.12**	2.19	2.35	1.75**	2.00	2.07
advertising after scandal	2.84	2.36	2.50	2.97	2.34	2.60	2.56
dropping Woods	3.09*	3.23***	3.19***	3.65*	3.92***	3.81***	3.57
Towards Woods' comeback	3.41**	3.11	3.20**	4.04**	3.28	3.59**	3.44
Woods' ethics	2.56*	2.36	2.42*	3.03*	2.36	2.64*	2.55

Note: 1=Strongly disapprove, 5=Strongly approve, (Woods' ethics: 1=Strongly disagree, 5=Strongly agree), * $p<0.05$, ** $p<0.01$, *** $p<0.001$

In addition, participants generally approved that some advertisers dropped Tiger Woods from their advertising($M=3.57$, $SD=1.10$). However, there was a significant difference between the U.S. and South Korean participants. U.S. participants approved dropping Tiger Woods from advertising more($M=3.81$, $SD=1.10$) than South Korean participants did($M=3.19$, $SD=0.10$), $t(278)=-4.782$, $p<0.001$. When asked if they were glad that Tiger Woods came back to the PGA, the answer was higher than moderate($M=3.44$, $SD=0.99$). U.S. participants answered this question more positively($M=3.59$, $SD=1.02$) than South Korean participants($M=3.20$, $SD=0.90$), $t(247.24)=-3.34$, $p<0.01$. U.S. male participants answered this question more highly ($M=4.04$, $SD=0.95$) than U.S. female participants($M=3.28$, $SD=0.95$), $t(170)=5.21$, $p<0.001$, and male participants in South Korea($M=3.41$, $SD=0.91$), $t(101)=-3.189$, $p<0.01$. Lastly, participants perceived that Tiger Woods was not ethical($M=2.55$, $SD=0.83$). The U.S. participants slightly considered him more ethical($M=3.59$, $SD=1.02$) than South Korean participants did($M=2.42$, $SD=0.60$), $t(277.83)=-2.38$, $p<0.05$. U.S. male participants were the most generous about Tiger Woods' ethics($M=3.03$, $SD=0.92$), while the U.S. female participants were the least generous($M=2.36$, $SD=0.84$), $t(170)=4.90$, $p<0.001$. South Korean male participants did not think about Tiger Woods' ethics as highly as the U.S. male

participants(M=2.56, SD=0.75), $t(101)=-2.51, p<0.05$.

5. Behavioral change

Finally, participants' behavioral change after the scandal was analyzed. As <Table 4> shows, they were asked how often they used products Tiger Woods endorsed before the scandal. Participants generally answered they were not using products Tiger Woods endorsed(M=1.97, SD=1.05). There was no statistical difference between countries. South Korean males were more likely to have used the products Tiger Woods endorsed(M=2.47, SD=1.24) than South Korean female participants(M=1.90, SD=0.95), $t(46.80)=2.34, p<0.05$. Among the U.S. participants, males also used Woods-endorsed products more often(M=2.15, SD=1.12) than females did(M=1.75, SD=0.93), $t(132.98)=2.49, p<0.05$.

<Table 4> Male vs. Female Behavior Change after Tiger Woods' Scandal in South Korea and the U.S.

	South Korea (n=108)			U.S. (n=172)			Total (N=280)
	Male (M)	Female (M)	Total (M)	Male (M)	Female (M)	Total (M)	
Purchased products Woods endorsed	2.47	1.89	2.06	2.15	1.75	1.92	1.97
Purchase Intention	3.00	2.89***	2.93**	2.91	2.34***	2.58**	2.71

Note: 1=Strongly disagree, 5=Strongly agree, * $p<0.05$, ** $p<0.01$, *** $p<0.001$

In terms of purchase intention of the products Tiger Woods endorsed after the scandal, there was a statistical difference between participants in South Korea (M=2.93, SD=0.83) and the U.S. (M=2.58, SD=1.07), $t(266.05)=3.07, p<0.01$. Specifically, females in South Korea showed higher purchase intention toward the products Tiger Woods endorsed (M=2.90, SD=0.79) compared to females in the U.S. (M=2.34, SD=0.98), $t(174.11)=4.18, p<0.001$. Purchase intention of male participants in the U.S. was somewhat higher (M=2.92, SD=1.11) than that of female participants, $t(170)=3.61, p<0.001$.

6. Personal Perception and Tiger Woods' Endorsement

1) Awareness and attitude

To see if exposure to Tiger Woods' advertising and his social activity influenced participants' attitude toward his comeback and his advertising, t-test analyses were run between the two groups. Table 5 shows that participants who watched Woods' advertising and knew about his social activity had more favorable attitudes toward Woods' endorsement after his scandal, Woods' comeback to PGA, and Woods' ethics in general.

<Table 5> Attitudes towards Tiger Woods Based on Awareness of Woods

		Woods' comeback		Woods' endorsement		Woods' ethics	
		Mean	SD	Mean	SD	Mean	SD
Watched Woods' advertising	Yes(n=235)	3.50*	0.98	2.62*	0.86	2.57	0.86
	No(n=45)	3.16*	1.00	2.27*	0.72	2.50	0.65
Awareness of Woods' social activity	Yes(n=145)	3.65***	1.71	2.70**	0.83	2.70**	0.91
	No(n =135)	3.22***	0.85	2.41**	0.84	2.40**	0.70

Note: Higher score indicates more favorable attitude. *p<0.05, ** p<0.01, *** p<0.001

2) Awareness and behavior

<Table 6> illustrates behavioral aspects of participants. Participants who were not exposed to Woods' advertising bought the products he endorsed before his scandal less often(M=1.47, SD=0.84) than those who were exposed(M=2.07, SD=1.47), $t(278)=3.64$, $p<0.001$. However, there was no statistical difference when they were asked if they wanted to buy the products Woods endorsed, $t(278)=0.49$, $p=0.63$.

<Table 6> Behavior towards Tiger Woods' Endorsed Product between Exposed and Unexposed Groups

		Purchased products Woods endorsed		Purchase Intention	
		Mean	SD	Mean	SD
Watched Woods' advertising	Yes (n=235)	2.07***	1.05	2.72	1.02
	No (n=45)	1.47***	0.84	2.64	0.88
Awareness of Woods' social activity	Yes (n=145)	2.12*	1.06	2.73	1.09
	No (n=135)	1.81*	1.01	2.69	0.89

Participants who did not know about Woods' social activity also purchased the products he endorsed before his scandal less often(M=1.81, SD=1.01) than those who did know(M=2.12, SD=1.06), $t(278)=2.50$, $p<0.05$. Again, there was no difference between the two groups in terms of purchase intention of the products Woods endorsed, $t(273.78)=0.36$, $p=0.72$. Among female participants, those who did not know about his social activity were buying the products Woods

endorsed less often ($M=1.67$, $SD=0.93$) than those who knew about his social activity ($M=1.99$, $SD=0.93$), $t(175)=2.30$, $p<0.05$. When asked if they would want to buy products Woods endorsed, participants who did not know about his social activity expressed a higher level of intention ($M=2.67$, $SD=0.88$) than those who did know ($M=2.47$, $SD=1.01$). However, there was no statistical difference, $t(159.59)=-1.37$, $p=0.17$. Similar patterns were found for exposure to his advertising among female participants.

7. Personal perception and attitude

Stepwise multiple regression analysis is one of the most common statistical analyses to figure out predictive values among several independent variables (Morgan, *et. al.*, 2006). This analysis is appropriate for exploratory research and especially useful for building models (Tabachnick & Fidell, 1996). Stepwise regression analyses were run to figure out which personal perception about celebrity endorsement and ethics predicted attitude toward Tiger Woods' scandal and his endorsements. Four questions were asked to figure out personal perceptions about 1) social activity's influence on advertising, 2) scandal's influence on advertising, 3) celebrities' influence on personal life, and 4) perception of adultery. Among the analyses, two results showed fairly big adjusted R^2 .

Specifically, participants' perception of a celebrity scandal's influence on the advertising they endorse, $\beta=-0.25$, $t(277)=-4.43$, $p<0.001$, and perception of adultery, $\beta=0.23$, $t(277)=3.98$, $p<0.001$, were meaningful predictors of attitude toward Tiger Woods' scandal. This model explained 11% of variances, $R^2=0.11$, $F(2, 277)=17.43$, $p<0.001$. As shown in Table 8, a more positive attitude toward social activity's influence on advertising predicted a more positive attitude toward Tiger Woods' comeback to the PGA, $\beta=0.24$, $t(276)=4.23$, $p<0.001$. Positive attitude toward celebrities' influence on personal life predicted a negative attitude toward Tiger Woods' comeback to the PGA, $\beta=-0.18$, $t(276)=-3.15$, $p<0.01$. Lastly, participants who thought scandals influenced advertising were more likely not to approve of Tiger Woods' comeback to the PGA, $\beta=-0.17$, $t(276)=-2.96$, $p<0.01$. This model explained 10% of variances, $R^2=0.10$, $F(3, 276)=17.43$, $p<0.001$. Lastly, the level of participants' approval of cheating negatively predicted their approval of some advertisers' dropping Tiger Woods from their advertising, $\beta=-0.28$, $t(277)=-4.91$, $p<0.001$. Participants who agreed more that scandals influence advertising were more likely to like some advertisers' dropping Tiger Woods from their advertising, $\beta=0.16$, $t(277)=2.85$, $p<0.01$. This model explained 10% of variances,

$R^2=0.10$, $F(2, 277)=17.41$, $p<0.001$.

8. Personal ethical perception and behavior

Personal ethical perception and Only the question about the perception of a celebrity scandal's influence on advertising was found to be a negative predictor of purchase intention, $\beta=-0.20$, $t(278)=-3.41$, $p<0.01$. This relationship explained 4% of variances, $R^2=0.04$, $F(1, 278)=11.12$, $p<0.01$.

IV. Discussion

Tiger Woods returned to the PGA in April of 2010 (DiMeglio, 2010). The results showed that even though participants still had generally negative attitudes about the scandal and Woods' endorsements, some participants, especially U.S. males, were excited about his coming back to golf. Based on several findings of this study, there were three major findings which answered the three research questions. The first research question asked whether Tiger Woods' social activities influenced the perception of participants. Not surprisingly, participants in both countries who knew about Tiger Woods' social activity showed more favorable attitudes toward Tiger Woods in terms of his comeback and his endorsement. In addition, people who had a positive attitude toward the social activity were more likely to approve of Tiger Woods' comeback to the PGA. Overall, the results suggest that social activity indeed influences the perception of participants when a celebrity has a scandal. This supports Payne's (2006) suggestion that positive memory makes apologetic crisis communication more effective.

For the second research question, the U.S. participants were more unforgiving about the scandal and liked the fact that advertisers dropped Tiger Woods from advertising but were excited to see him playing golf again. South Korean participants were a little bit more generous about the scandal. Female South Korean participants, especially, were much more generous than females in the U.S. However, they were not comfortable with Tiger Woods' comeback and were more doubtful about his ethics than the U.S. participants. South Korean participants also answered highly on the question asking if celebrities' private lives influence their personal lives, especially the female participants. As the Hofstede Center (n.d.) indicated, South Korea has a high power distance culture that is more accepting of hierarchy and power distance in society. South Korea

also has a more collectivistic culture and femininity indication which value harmony in society or in an organization more than the U.S. with its individualistic and masculinity culture. Kim (2004) indicated that in South Korea, social issues are more important as contributors to perception of celebrities than their individual issues. Aspects of Confucian culture also explain this phenomenon. Confucian culture assumes unequal relationships between people, including between husband and wife (Hofstede & Bond, 1988). In addition, the family is the basis of all social organization, and saving face for the family is a highly regarded task in this culture. Cheating of a partner might be tolerated to save face of a family in this culture; in the same regard, appearing in public too early after a crisis would not help save face and thus not be perceived well by publics. In Korea, it takes a long time for celebrities to come back into the public after a scandal because they are considered to be in a higher position in a society which requires more responsibility. As Confucius taught, in Korean culture, junior partners need to show respect and obedience to senior partners, and senior partners are responsible for protecting and considering junior partners. They are also supposed to save the faces of their families and the society they are representing (Hofstede & Bond, 1988). Our results show that Korean participants treated Tiger Woods more like a senior partner, requiring more responsibility.

For the final research question, female participants in the U.S. expressed more concerns about celebrities' scandal and their appearance in advertisements and also approved of Tiger Woods' advertising the least. Generally, females disapproved of the scandal and supported advertisers' dropping Tiger Woods more strongly than male participants. It is also interesting to see that the U.S. participants considered Tiger Woods to be more ethical than South Korean participants did. However, the U.S. participants supported advertisers' dropping Tiger Woods more. Even though South Korean participants were less favorable about Tiger Woods' comeback to the PGA, they were more generous about his endorsements. In addition, the U.S. participants had a more unfavorable view of adultery, which was a significant predictor of approval of Tiger Woods' endorsement. It is uncertain, though, if these differences were from lack of exposure or purely cultural difference. More than a quarter of South Korean participants had not been exposed to the advertising Tiger Woods endorsed. In addition, a majority of South Korean participants were not aware that Tiger Woods actively participated in social activity. In fact, they had not even heard about it. Therefore, there is a possibility that the difference was indeed caused by a different exposure level.

Results of this study imply that females, specifically, did not like Tiger Woods' behavior. One tricky fact to consider in this case is that males were more exposed to his endorsements and also

used products Tiger Woods endorsed more often. There can be a false implication that Tiger Woods' endorsement should be retained because most of the population who use his endorsed products is male and it looks like they were more forgiving about the scandal based on the results of this study. However, sporting goods companies, including Nike, have made efforts to target female consumers(Helstein, 2003). Gillette, one of Tiger Woods' former sponsors, also had been targeting women consumers after they introduced the Venus brand for women in 2001(Abelson, 2009). Females' disapproval of Tiger Woods' behavior cannot be ignored.

However, it also needs to be noted that some members of cultures which value collectivism and harmony of a group and society might have a more forgiving nature. As An, *et. al.*(2010) discovered, people in South Korea wanted to see organizations embrace the mistakes of their employees. Even though participants in South Korea did not like Tiger Woods' comeback to the PGA, they approved more of Tiger Woods' endorsing the products than the U.S. participants did. Especially, Tiger Woods' past history with charitable social activities might be looked at as a positive aspect as Kim(2004) hinted about the importance of celebrities' involvement with social issues. Therefore, any company which uses a celebrity's image, such as sponsors, should note that helping a celebrity overcome adversity might strengthen their company image in countries like South Korea. If the celebrity has a relatively clean history with socially responsible activities, this might also be helpful to retain partnership even in a crisis.

Findings of this study also imply that sponsors should be actively involved with issue management with celebrities. Therefore, in the same way that organizations need to put strong effort into building and maintaining reputation(Fombrun, 1996), sponsors also need to pay attention to proactively build and maintain the reputations of their endorsers.

V. Limitations

This study has a few limitations. First of all, only college students participated in this study, which hinders the generalizability of the results. Also, involvement in golf would be a significant variable to the perception of Woods' comeback. In addition, only two countries were examined in this study. Even though those two countries represent relatively different culture traits, there are many other cultures which need to be considered. This is also just one case out of many crises that have occurred to celebrities. As many crisis communication studies indicate, each case is

unique. Therefore, the results of this study cannot represent all cases. Lastly, this study was conducted almost a year after the crisis happened. Participants might have been influenced by various factors based on their involvement with this case. As survey research, this study could not capture those differences.

Nevertheless, there have not been many studies about the public perception of Tiger Woods after his scandal, especially toward his endorsements, so the results of this study can provide useful insights to researchers who are interested in celebrity endorsement and its influence when the celebrity's reputation is tarnished. This study also highlighted the influence of cultural differences in terms of how people see a celebrity scandal differently. Findings of this study will guide future research related to crisis communication of celebrities and their relationship with different publics.

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조승호: 미국 알라바마대학에서 마케팅PR로 박사학위를 받았다. 미국 미시시피주립대학교에서 4년간 조교수로 재직했으며, 현재 숭실대학교에 글로벌통상학과에서 부교수로 재직 중이다. 주요관심 분야는 위기관리, CRM(Cause-Related Marketing), Online Marketing, 국제PR과 국제마케팅이다. 최근 주요논문으로 2014년 '위기 커뮤니케이션의 진정성에 대한 공중의 평가', '위기상황에서 스토리텔링의 구성방식과 효과에 대한 분석', '다국적 기업의 위기 후 사회적 책임활동에 대한 소비자의 진정성 인식에 관한 연구', '페이스북에서 상품의견지도자의 커뮤니케이션 활동에 대한 비교문화 연구' 등이 있다 (sc616@ssu.ac.kr)

허준수: 미국 뉴욕주립대학교에서 사회복지학으로 박사학위, 호서대학교에서 3년 조교수로 재직, 현재 숭실대학교 사회복지학부 교수로 재직 중이다. 주요 관심분야는 노인복지, 지역복지 및 산업복지이다. 주요 논문은 '노인들의 사회참여활동 유형별 결정요인에 관한연구(2014)', 'Projecting the Cost of Longterm Care Insurance in Korea(2013), 노인일자리사업과 노인자원봉사활동 참여 노인들의 자아효능감에 관한 연구(2012), 노인들의 고독감에 대한 영향요인에 관한 연구(2011) 등이 있다(jshur@ssu.ac.kr).