



## Correlation between Olympians' and Officials' Understanding of Olympic Values and their Involvement and Credibility Regarding the Olympic Games.

Sarayut Noikasem\*, Risato Ando\*\*, Supitr Samahito\*\*\*, Issadee Kutintara\*\*\*\*  
Amphorn Sriyabhaya\*\*\*\*\* and Arnon Wanla\*\*\*\*\*

Faculty of Sports and Health Science, Kasetsart University

Email: [sarayut.n@ku.th](mailto:sarayut.n@ku.th)

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### Abstract

Several attempts have been made to examine the concept of Olympic values, which are deeply ingrained principles that guide an athlete's actions, but little consensus has been reached. To determine the role of Olympic values in a host city, the researcher examined the correlation between Olympians' and officials' understanding of Olympic values and their involvement and credibility during the Tokyo 2020 Olympic Games. Data were collected from Olympians and officials using an online questionnaire during the Tokyo 2020 Olympic Games. There was a positive correlation between Olympic values and the involvement and creditability of the International Olympic Committee (IOC) and the Tokyo Organising Committee of Olympic and Paralympic Games (TOCOG) during these Olympic Games.

These results demonstrated that understanding the Olympic values reflected an attitude towards the involvement and creditability of the IOC and TOCOG. From a host city perspective, this study emphasised the need to take into account the attitude of those involved and their creditability, along with understanding the Olympic values. This study examined the involvement and creditability of the IOC and TOCOG in organizing the Olympic Games. Future study could investigate any differences between the IOC and the Organization Committee of Olympic and Paralympic Games (OCOG) in influencing safer Olympic Games. Researchers could also conduct qualitative research to explain the relationships, whether positive or negative, between the IOC and OCOG. Variables in addition to the Olympic values, including tangible benefits such as prize money for winning medals or incentives from sponsorship money, or monthly allowances during the preparation period, could also be studied to determine if these factors significantly influence athletes to participate in the Games, even in the midst of global crises.

**Keywords:** Olympic Values, Involvement, Credibility, the Olympic Games

### Introduction

The reality of creating a sports community that is very understanding and practices the link between sports participation and hosting the Olympic Games to sustain Olympic values is crucial. The International Olympic Committee (IOC) and the Tokyo Organising Committee of Olympic and Paralympic Games (TOCOG) were challenged to make works that are needed to bring people together. Because hosting the Olympic Games involves attitudes of involvement and creditability on the part of the IOC and TOCOG, this is a reflection of the IOC's desire to enhance the value of its hard work while contributing to sustainable development in society. The Olympic Games are the leading international sporting event held once every four years. The ultimate goal of the Games is to foster human development and world peace through sports, and both summer and winter games are held (Parry, Girginov, & Matsumoto, 2008). The basic

principles of the Olympics declare, among other things, that sport has a tremendous impact on young people, not just in terms of their bodies but also in terms of their human development. We must comprehend Olympism and pay attention to the fact that the Olympics are a competition that takes human dignity into account. Using sport to increase athletic performance is a means for people to attain their full potential, and this is the kind of human development that the Olympics are aiming for (TMBE, 2015).

Every aspect of the sporting industry, ranging from match preparation by athletes to the fan experience, has been ravaged by the COVID-19 pandemic crisis (Mataruna, 2020). We suggest that it is necessary to examine whether understanding the Olympic values helps keep athletes and officials participating, as well as which motivations or values have a strong influence, so that organizers of future Olympic Games can focus on or establish tactics around those crucial values. Thus, we analyzed the correlation between Olympic values related to the Tokyo 2020 Games and individual involvement by and credibility given to the International Olympic Committee (IOC) and the organization that is responsible for a wide range of tasks related to the management and preparation of the Tokyo 2020 Olympic Games, called the Tokyo Organizing Committee of Olympic and Paralympic Games (TOCOG).

### **Research Objectives**

1. Examine Olympians and officials' understanding of Olympic values during the Olympic Games.
2. Examine the attitudes of Olympians and Officials toward the involvement and credibility of the IOC and TOCOG during the Olympic Games.
3. Examine the correlation between Olympians and officials' understanding of Olympic values and the involvement and credibility during the Olympic Games.

### **Olympic Value and Olympic Value Scale**

There are two viewpoints regarding Olympic values. One is that the Olympic movement should represent a set of principles. This is mirrored in Pierre de Coubertin's and the IOC's positions (IOC, 2021). The other is that the Olympic Movement may relate to certain values. The latter is concerned with people's self-worth perceptions. According to the IOC, excellence, friendship, and respect are the three pillars of Olympic values. These values support the Olympic Movement's efforts to promote sport, culture, and education in the pursuit of a better world. The Olympic movement is built on friendship. It urges us to think of sport as a tool for fostering mutual understanding among individuals and people all over the world (IOC, 2017a).

The Olympic Value Scale (OVS) proposed by Koenigstorfer and Preuss in 2018 was based on samples from Germany and the USA, and it is the most important for this study. They created and calibrated the OVS in a study with Olympic Games specialists and residents from diverse nations. The psychometric features of the scale were assessed using exploratory and confirmatory factor analyses that were controlled for stylistic response behavior. This OVS has 12 items that are divided into three categories: appreciation of variety, pleasant relationships with others, and competitive achievement. The OVS did not contain an extra enjoyment-related element since it lacked discriminant validity. In both English and German, the scale is legitimate and dependable. All three OVS dimensions relate to individuals' perceptions, attitudes, and intentions. Individual perceptions, attitudes, and intentions are all addressed by the three OVS aspects (Koenigstorfer & Preuss, 2018).

The OVS component appreciation of diversity and previous Olympic Value conceptualizations have some overlap. Two aspects of equality and tolerance, for example, have consequences that are similar to our study's component of appreciation of diversity (Parry,

1998). They include two things in their scale that were identified in the IOC-commissioned research. People's perceptions, attitudes, and intentions are all positively connected with their enjoyment of variety, according to the researchers. As a result, promoting diversity appreciation through the Olympic Games or other Olympic Movement activities could be a way for the IOC, NOCs, and organizing committees to improve attitudes toward the Olympic Movement and the Olympic Games, as well as to increase support for bids by their home cities or other cities in their home country (Koenigstorfer & Preuss, 2018).

The OVS dimension of achievement in competition, which comprises achievement, competition, attaining one's personal best, and effort, coincides with Parry's concept of "excellence and success by effort in competitive sporting action" (Parry, 1998). The Olympic value element of excellence is listed (Chatziefstathiou, 2005). According to research, competitive achievement has fewer correlations with managerial and societally relevant traits than the other two OVS aspects (Koenigstorfer & Preuss, 2018).

### **Perceived involvement and creditability**

#### **Involvement**

The concept of involvement has been implemented in much research to understand consumers over the past decade (McQuarrie & Munson, 1987). Zaichkowsky (1984) described involvement as an individual's level, an object's degree of importance to the individual, and an individual's orientation toward an object. Zaichkowsky (1985) defined product involvement as the perceived relevance of the product by a person based on their inherent needs, values, and interests. Lamb, Hair, McDaniel, Boivin, Gaudet, and Snow (2017) described that involvement as how much time and effort are required of people to seek information, which is an evaluation in the decision process. Coombs and Holladay (2011) stated that involvement occurs when the corporation seeks to understand the stakeholders' concerns and desires to incorporate them into the decision-making process.". Therefore, involvement can re-connect individuals and society. An organization should pay close attention to the details of the involvement that is likely reflected in stakeholder cause choice and can be understood as an ever-increasing process of engagement and participation (Browning, 2016).

#### **Creditability**

Bachri, Lubis, Wahyuddin, Darsono, and Abd. Majid (2019) pointed out that the concept of credibility has received considerable attention from academics and practitioners because it plays an important role in creating and maintaining consumer behavior, including an organization's reputation. Kautsar, Widianto, Abdulah, and Amalia (2012) described creditability as how much people see the sources of knowledge, skills, or experience as relevant and trust the source to provide an unbiased and objective viewpoint. Abd. Majid (2016) defined corporate credibility as the degree of trustworthiness of customers toward the corporate body in creating and delivering products and services. Fanoberova and Kuczkowska (2016) concluded that consumers believe one is credible if others consider the person trustworthy. Erdem, Swait, and Louviere (2002) described the credibility of an organization as consumer trust in all products and services that satisfy the customer's needs and wants. Therefore, to enhance perceived credibility, an organization must have high credibility. An organization that creates and maintains credibility can improve long-term business relationships and the organization's success more widely.

As IOC President Thomas Bach argued, "Sport and its principles will be needed in the new era," and as recommended in the Olympic Agenda 2020 and continued in the Olympic Agenda 2020 +5, "fostering sustainable Olympic Games" is key to elucidating the relationship between Olympic values and other variables. Therefore, the main practical significance of this study is the correlation between Olympians and officials' understanding of Olympic values,

their involvement, and the creditability of participation during the Tokyo 2020 Olympic Games.

## Methodology

The research instrument was examined prior to distribution by a panel of experts, including academics and the Research Ethics Committee of Kasetsart University, Bangkok, Thailand.

### Instrument

Researchers developed a questionnaire from previous research (Koenigstorfer & Preuss, 2018) that consisted of four parts. All questions were translated into eight languages (English, French, Japanese, Chinese, Spanish, Arabic, Russian, and German). Two native bilingual speakers for each language performed back-and-forth translations to ensure that the translations captured the meaning of the original English items. The first part consisted of general questions (gender, accreditation category, age, and participation in the games). The second part, composed of 12 items, measured the level of understanding of the Olympic values. Participants in the survey rated the OVS items that described the values in relation to the Olympic Games on a seven-point scale ranging from 1 ("does not describe the Olympic Games at all") to 7 ("describes the Olympic Games very well").

The third part was composed of nine items and related to the involvement of the IOC and TOCOG. The researchers used items modified from the social behavior questionnaire used in the study by Koenigstorfer & Preuss (2019). All items were assessed on a 7-point rating scale (anchored at 1 = "do not agree at all" and 7 = "strongly agree"). The fourth part was composed nine items and related to the credibility of the IOC and TOCOG. The researchers used items modified from the social behavior questionnaire used in the study by Koenigstorfer & Preuss (2019). All items were assessed on a 7-point rating scale (anchored at 1 = "do not agree at all" and 7 = "strongly agree").

To collect the feedback, the researcher set up an online questionnaire. Then, the researcher prepared a printed form utilizing QR codes. The survey was hand-distributed to the athletes and officials who participated in the Tokyo 2020 Olympic Games. Content validity is further ensured by consistency in administering the questionnaires (Susan, Nancy, & Jennifer, 2016). The questions were formulated in simple language for clarity and ease of understanding. If the number of people approached to participate in a study is low, then generalizing the findings to all members of a population is not easy to justify. (Susan et al., 2016).

### Population and Samples

In the Tokyo 2020 Olympic Games, there were 11,000 Olympians and 8,000 officials from 205 NOCs. The process of contacting individual Olympians and officials would have been prohibitively time-consuming and would have been limited by non-respondents. Therefore, every NOC was contacted via letter to request permission to survey a sample of their Olympians and officials for the study. Responses were received from 34 NOCs (29 Olympians, 31 officials, and 4 others). Bujang and Baharum (2016) suggested the minimum sample size for correlation analysis. To detect a correlation coefficient of 0.1 with an alpha of 0.05 and a power of 80.0 percent when R0 (baseline correlation) is zero, a sample size of 782 is required. The sample size can be lowered to 193, 84, 46, 29, 19, 13, 9, and 6 when the correlation coefficient is increased to 0.2, 0.3, 0.4, 0.5, 0.6, 0.7, 0.8, and 0.9, respectively.

## Results of Research

The sample ( $n = 64$ ) was used in this study. Regarding the general information, gender, 40.6% of the respondents were male and 59.4% were female, while 45.3% were athletes and

48.4% were officials, with 6.3% other. Of the respondents, 40.6% were between 25 and 34 years old, followed by 25.0% in the 35–44 age group and 14.1% in the 18–24 age group. Finally, 57.8% of the respondents were participating for the first time at an Olympic Games.

**Table 1:** Analysis of understanding Olympic values and involvement and credibility of IOC and TOCOG during the Olympic Games

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>SD</b>
<b>Understanding Olympic values</b>	64	3.00	7.00	6.30	0.89
<b>Involvement of the IOC and TOCOG</b>	64	3.11	7.00	6.27	0.89
<b>Credibility of the IOC and TOCOG</b>	64	2.44	7.00	5.99	1.00

Correlation analysis between understanding Olympic values and involvement and credibility of the IOC and TOCOG

Table 2 shows the result of the correlation analysis. The researchers conducted correlation analysis to examine the correlation between Olympians and officials' understanding of Olympic values, involvement, and credibility during the Tokyo 2020 Olympic Games. All correlation coefficients were greater than 0.4, and so the null hypothesis ( $H_0$ ) was rejected that there were no correlations between Olympians' and officials' understanding of Olympic values and the involvement and credibility of the IOC and TOCOG during the Olympic Games.

The Pearson product-moment correlation coefficient between understanding Olympic values and the involvement of the IOC and TOCOG indicated there was a positive correlation, with  $r(62) = .626$ ,  $p < .001$ . There was a positive correlation between understanding Olympic values and the credibility of the IOC and TOCOG, with  $r(62) = .708$ ,  $p < .001$ . Finally, there was a positive correlation between the credibility of the IOC and TOCOG and the involvement of the IOC and TOCOG, with  $r(62) = .708$ ,  $p < .001$ .

**Table 2:** Correlation analysis results

		<b>Understanding Olympic values</b>	<b>Involvement</b>	<b>Credibility</b>
Understanding Olympic values	Pearson Correlation	-	.626**	.708**
	Significance (2-tailed)		< .001	< .001
Involvement	Pearson Correlation	-		.708**
	Significance (2-tailed)			< .001
Credibility	Pearson Correlation			-
	Significance (2-tailed)			

\*\* Correlation is significant at the 0.01 level (2-tailed),  $N=64$ .

Correlation analysis between subscales of understanding Olympic values and subscales of involvement and credibility of IOC and TOCOG

The results of the correlation analysis of each subscale of the understanding of Olympic values and the subscales of involvement and credibility of the IOC and TOCOG are shown in Table 3.

**Table 3:** analysis of subscales of understanding Olympic values and subscales of involvement and credibility of IOC and TOCOG during Tokyo 2020 Olympic Games

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>SD</b>
Understanding Olympic values					
Excellence	64	3.00	7.00	6.12	1.05
Friendship	64	2.50	7.00	6.40	0.95
Respect	64	3.00	7.00	6.39	0.91
Involvement of the IOC and TOCOG					
Excellence	64	3.00	7.00	6.25	0.92
Friendship	64	3.00	7.00	6.19	1.01
Respect	64	3.33	7.00	6.36	0.90
Credibility of the IOC and TOCOG					
Excellence	64	2.67	7.00	5.74	1.14
Friendship	64	2.33	7.00	6.14	0.98
Respect	64	2.33	7.00	6.09	1.06

Pearson correlation coefficient values were computed to assess the relationships between the subscales of Olympic values and the subscales of involvement and credibility of the IOC and TOCOG during the Olympic Games (shown in Table 4).

All correlation coefficients were greater than 0.4, except for two correlations (between understanding excellence and involvement excellence and between understanding excellence and involvement friendship). Then, we calculated the required sample size following the procedure in Bujang & Baharum (2016). As a result, the correlation coefficient required to reject the null hypothesis was 0.35 when the sample size was 61 or greater. Since the sample size used in this study was 64, which was greater than the required sample size of 61, a correlation coefficient value of 0.35 was set as the cutoff.

Thus, the null hypothesis (H0) was rejected because there were no correlations between Olympians' and officials' understanding of Olympic values and the involvement and credibility of the IOC and TOCOG during the Olympic Games.

**Table 4:** Correlation analysis results of subscales

	Involvement			Credibility		
	Excellence	Friendship	Respect	Excellence	Friendship	Respect
Understanding						
Excellence						
Pearson correlation	.398**	.383**	.535**	.609**	.581**	.594**
Significance (2-tailed)	.001	.002	< .001	< .001	< .001	< .001
Understanding						
Friendship						
Pearson correlation	.627**	.495**	.661**	.505**	.658**	.616**
Significance (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001
Understanding Respect						
Respect						
Pearson correlation	.607**	.543**	.687**	.620**	.669**	.670**
Significance (2-tailed)	< .001	< .001	< .001	< .001	< .001	< .001

\*\* Correlation is significant at the 0.01 level (2-tailed), N=64.

The Pearson product-moment correlation coefficient between understanding excellence in Olympic values and the involvement of the IOC and TOCOG indicated a positive correlation

between understanding excellence and involvement with excellence, with  $r(62) = .398$ ,  $p < .01$ . The Pearson product-moment correlation coefficient between understanding Olympic values and the credibility of the IOC and TOCOG was positive between understanding excellence and credibility with excellence, with  $r(62) = .398$ ,  $p < .001$ .

#### Intercorrelations between understanding Olympic values

An analysis of the inter-correlations between the scores on understanding Olympic values was conducted (Table 5). There were highly significant ( $p < .001$ ) correlations ranging from  $r(62) = .675$  to  $r(62) = .841$  for scores between the three understanding categories of Olympic pillar values.

**Table 5:** Results of inter-correlation on understanding Olympic values

	Understanding Olympic values		
	Excellence	Friendship	Respect
Understanding excellence			
Pearson correlation	-	.675**	.841**
Significance (2-tailed)		< .001	< .001
Understanding friendship			
Pearson correlation		-	.759**
Significance (2-tailed)			< .001
Understanding respect			
Pearson correlation			-
Significance (2-tailed)			

\*\* Correlation is significant at the 0.01 level (2-tailed),  $N=64$ .

## Discussion

### Understanding Olympic values

Through understanding the Olympic values of Olympians and officials, it is possible to observe their understanding of the importance of these values in their lives. As shown in Table 1, the understanding of the Olympic value score is very high. It also shows that expressions of these values are closely interconnected. The Olympic values, including friendship, pursuit of excellence, and respect for others, gain prominence when, through competitive activity, the athletes reach a condition of transcendence and the spectators have the pleasure of watching an unprecedented performance, with reverence for the understanding that this is a unique and unusual sporting performance. As shown in Table 5, the values of the three Olympic pillars are strongly correlated with each other. This is consistent with the study by Koenigstorfer and Preuss (2018) that confirmed that “Excellence, Friendship, and Respect” are widely recognized as Olympic values.

### Understanding Olympic values and Involvement of IOC and TOCOG

This study identified a positive correlation (Table 2) between understanding Olympic values and the involvement of the IOC and TOCOG during the Tokyo 2020 Olympic Games. The Olympic values promoted by the IOC cannot be said to have succeeded without an understanding of them. Hosting sports mega-events like the Olympic Games is a major feature of any city's image and reputation. The thought of involvement re-connects individuals with the sporting community. During the COVID-19 pandemic, Olympians and officials gained an increased perception of the stress faced due to an unprecedented and extremely complex situation. Understanding the Olympic values reduces the opportunities for stress by engaging people through sports. Furthermore, understanding the Olympic values contributes to the involvement of the IOC and TOCOG in joint decisions, and it also enhances the positive feeling of involvement in people by learning to manage deals, build relationships, and evaluate

involvement opportunities. The finding of this study is in line with other studies in that there was a relationship between Olympic values and involvement. Ercsey (2017) found that the level of involvement was associated with the information searching of consumers, which can be used in the advertising strategy of a company as the level of involvement is significantly positively related to consumers' participation behavior. Similarly, Tedla (2016) found that a core corporate values strategy is essential to the success of the corporate group.

### **Understanding Olympic values and Credibility of IOC and TOCOG**

There was a positive correlation (Table 2) between understanding Olympic values and the credibility of the IOC and TOCOG during the Olympic Games. This finding was not surprising given the understanding of Olympic values by officials and the credibility of the IOC and TOCOG. Olympic values are deeply ingrained principles that guide Olympians and officials' actions. Understanding Olympic values often reflects the minimal behavioral and social standards required of any Olympian or official. They are the source of the IOC and TOCOG's credibility and must be maintained at all costs. Under the COVID-19 situation, the IOC and TOCOG had to give extra attention to safeguarding the health and well-being of not only the Olympians and officials but everybody else involved in the Olympic Games and the international community. In fact, at the Tokyo Games, the playbook was updated to version 3, which outlined the athletes' behavioral rules and contained detailed guidelines on how to protect the athletes and officials from COVID-19 and prevent its spread.

Failing to give due attention to credibility issues can damage the image of the IOC and TOCOG, which can subsequently affect the bottom line of the IOC and TOCOG. However, as the IOC and TOCOG made it clear with this action, the health support and preparation guidelines detailed in the Tokyo 2020 playbook had to be followed in order for the Games to be successful and for all athletes and others involved to benefit from the Olympian experience. Therefore, the IOC and TOCOG make every possible effort to respond to this challenge. Therefore, the findings of this study are in line with other studies in that a relationship was identified between Olympic values and credibility. Worthington, Nussbaum, and Parrot (2015) found that value-relevant involvement was positively correlated with organizational credibility. A good corporate reputation is closely connected with building credibility, which is a form of positive reflection for companies and institutions. Angana (2021) concluded that the recognition of a widening credibility gap in many organizations should serve as a rallying concern to such organizations' leaders who desire to be credible and lead with moral and ethical values. Lencioni (2002) stated, "Values initiatives have nothing to do with building consensus—they're about imposing a set of fundamental, strategically sound beliefs on a broad group of people."

### **Conclusion**

Throughout the Tokyo 2020 Olympic Games, the IOC and TOCOG were constantly working on implementing the Olympic values in Olympic stakeholders. This study has shown that if understanding of Olympic values is positively correlated with the involvement and credibility of the IOC and TOCOG, then promotion of Olympic values is in much need of more detailed attention. Our findings showed that the understanding Olympic values score was very high. This research paper also revealed that the involvement and credibility of the IOC and TOCOG score was very high. To deepen the understanding of Olympic values and involvement and credibility, the data in this research proved that there was a positive correlation between Olympic values and the involvement and credibility of the IOC and TOCOG during the Tokyo 2020 Olympic Games held amidst the COVID-19 pandemic.

### **Limitations**



The findings from this study revealed positive correlations between understanding of all the Olympic values and the involvement and the credibility of the TOCOG and IOC. The managerial applications of the study can be generalized to other world-class sporting events. Several similarities including the media and social attention, a stage for the top athletes, and the spectacular atmosphere are shared components of major sporting events. Therefore, the involvement and credibility of the local organizing committee (LOC) and event owners, who may be international sport organizations, are important factors for the motivation of athletes and officials to attend the event in spite of a global pandemic or other public health concerns. However, if the event emphasizes or delivers different values from the Olympic values (excellence, friendship, and respect), the main objectives for athletes to attend the event might be different and the level of intention to travel to the event might be questionable. Furthermore, the event size and reputation can lead to different outcomes. Credibility for smaller event owners with less resources is uncertain.

### Suggestions

This study examined the involvement and credibility of the IOC and TOCOG in organizing the Olympic Games. Future study could investigate any differences between the IOC and the Organization Committee of Olympic and Paralympic Games (OCOG) in influencing safer Olympic Games. Researchers could also conduct qualitative research to explain the relationships, whether positive or negative, between the IOC and OCOG. Variables in addition to the Olympic values, including tangible benefits such as prize money for winning medals or incentives from sponsorship money, or monthly allowances during the preparation period, could also be studied to determine if these factors significantly influence athletes to participate in the Games, even in the midst of global crises.

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