

Research Article

Demographic Factors, Psychographic Factors, and Digital Promotion on Golf Participation Decisions: The Mediating Role of Sport Commitment

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Abstract: Golf participation has increasingly become a lifestyle-oriented recreational activity that combines physical exercise, social interaction, and personal identity. However, participation decisions are not only shaped by individual interest, but also by demographic readiness, psychographic orientation, digital promotional exposure, and psychological commitment to the sport. This study aims to examine the influence of demographic factors, psychographic factors, and digital promotion on golf participation decisions in Bandar Lampung, with sport commitment as a mediating variable. A quantitative survey approach was employed using purposive sampling. Data were collected from 287 golf participants through a structured questionnaire measured with a five-point Likert scale. The data were analyzed using multiple linear regression and Sobel mediation testing. The findings show that demographic factors, psychographic factors, digital promotion, and sport commitment have positive and significant effects on golf participation decisions. Sport commitment was found to be the strongest predictor and significantly mediated the relationship between demographic factors, psychographic factors, digital promotion, and golf participation decisions. These results indicate that golf participation is influenced not only by access, lifestyle, and digital promotion, but also by the level of commitment developed by participants. This study contributes to sport marketing literature by integrating individual, psychological, and digital factors into one empirical model of golf participation behavior.

Keywords: Demographic Factors; Digital Promotion; Golf Participation; Psychographic Factors; Sport Commitment.

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1. Introduction

Golf has developed into a recreational sport that combines physical activity, lifestyle, social interaction, and personal identity. Recent studies show that golf participation may support musculoskeletal, cardiovascular, and metabolic health, although its effects can vary depending on age, activity intensity, and individual characteristics. Therefore, golf participation should be understood not only as a sport-related activity but also as a behavioral decision influenced by personal, social, and promotional factors (Sorbie et al., 2022).

Demographic factors are important in explaining sport participation because they are closely related to access, opportunity, financial ability, education, and time availability. This is particularly relevant in golf, as the sport generally requires specific facilities, equipment, and relatively higher participation costs. Richard et al. (2023) found that socioeconomic conditions are strongly associated with sport participation, where individuals with more advantaged socioeconomic backgrounds tend to participate more actively in certain types of sport.

Besides demographic factors, psychographic factors such as lifestyle, motivation, interest, and personal values also influence participation decisions. In the context of consumer behavior, lifestyle and psychological orientation can shape how individuals evaluate and

choose an activity that reflects their identity and preferences. This is supported by (Cahyati et al., 2025), who examined lifestyle-related consumer behavior in digital service contexts, as well as Kurnia et al. (2024), who highlighted the role of digital stimuli, word of mouth, and influencers in shaping purchase decisions. These studies are relevant because golf participation is also connected to lifestyle, social image, and individual preference.

Recent golf research also emphasizes that psychological factors are important for continued participation. H. J. Yang et al. (2025a) found differences in enjoyment, exercise commitment, and intention to continue participation among adult amateur golfers across age groups. Their findings indicate that golf participation is influenced not only by demographic characteristics, but also by enjoyment, commitment, stress relief, social relationships, and the intention to continue playing. This supports the argument that psychographic factors may strengthen an individual's decision to participate in golf.

Digital promotion has also become a major factor in shaping consumer and sport participation decisions. Social media, online content, influencer marketing, live streaming, and digital advertising can increase awareness, engagement, and decision-making by providing interactive and persuasive information. (Dwivedi et al., 2021) explain that digital and social media marketing can improve brand awareness, customer engagement, and consumer behavior, while (Asmirani et al., 2025), in a study involving Ayu Nursari, found that TikTok live streaming increased consumer purchasing power and online sales through interaction, trust, and promotional attractiveness.

However, initial interest generated by demographic readiness, lifestyle orientation, or digital promotion does not always lead to sustainable participation. Sport commitment is needed to transform interest into consistent participation. The Sport Participation Pathway Model explains that sport participation is a dynamic process involving entry, retention, drop-out, and re-entry, making commitment an important psychological mechanism in maintaining long-term involvement. Therefore, sport commitment can be positioned as a mediating variable that connects demographic factors, psychographic factors, and digital promotion with golf participation decisions (Eime et al., 2022).

Based on these arguments, this study aims to analyze the influence of demographic factors, psychographic factors, and digital promotion on golf participation decisions in Bandar Lampung, with sport commitment as a mediating variable. This study contributes to sport marketing and sport participation literature by integrating individual characteristics, psychological orientation, and digital promotional exposure into one mediation model. Practically, the findings are expected to help golf course managers, sport communities, digital marketers, and local stakeholders design more effective strategies to increase sustainable golf participation.

2. Preliminaries or Related Work or Literature Review

Golf Participation as a Recreational Sport Behavior

Sport participation is no longer viewed only as a physical activity, but also as a behavioral process influenced by personal motivation, social environment, economic capability, lifestyle, and perceived benefits. A systematic review by Crossman et al. (2024) shows that adult sport participation is shaped by multiple facilitators and constraints, including enjoyment, time, family responsibilities, financial resources, social support, and perceived accessibility. In the local Indonesian context, Putri et al. (2025) also emphasized that promotion strategy and service quality can influence public interest in program participation, indicating that participation behavior is closely related to both individual readiness and external service stimulation.

Golf is a distinctive recreational sport because it combines physical activity, outdoor leisure, social networking, prestige, and lifestyle identity. (Yang et al., 2025b) found that enjoyment, exercise commitment, and intention to continue participation differ across age groups of adult amateur golfers, suggesting that golf participation is influenced by psychological and demographic differences.

In sport marketing, participation decisions are often connected with how individuals perceive value, image, service, and social benefits. (Yang et al., 2025) found that the image attributes of golf star athletes can influence sport participation desire and intention to continue among adult amateur golfers, showing that symbolic and psychological factors matter

in golf-related behavior. This perspective is in line with (Nurlia et al., 2023), who found that product quality, service quality, and brand loyalty influence purchase decisions, indicating that consumer decision-making is shaped not only by functional aspects but also by trust, service experience, and perceived value.

Demographic and Psychographic Factors in Participation Decisions

Demographic factors are important because they determine whether individuals have sufficient access, resources, and opportunities to participate in certain sport activities. Recent research by Lee et al., (2025) shows that demographic characteristics may influence physical activity participation patterns, especially when participation requires time, facilities, and financial support. In the local context, Rino et al., (2024) examined demographic factors in relation to financial literacy among employees, indicating that age, education, and socioeconomic background can shape individual capacity in making informed decisions.

Golf participation is strongly related to demographic readiness because it generally requires specific facilities, equipment, membership access, and financial ability. This makes income, education, occupation, and age relevant variables in explaining why some individuals are more likely to participate in golf than others. Agustiana et al., (2024) showed that brand image, shopping experience, and ease of shopping influence e-commerce purchase decisions, suggesting that perceived accessibility and convenience are central to decision-making. In sport contexts, these aspects can be translated into perceived ease of accessing golf facilities, affordability, and confidence in participating.

Psychographic factors offer a deeper explanation of why individuals choose certain activities because they include lifestyle, motivation, interest, values, and self-concept. Yu & Song, (2022) found that self-efficacy and motivation affect sport participation and life satisfaction among urban residents, which highlights the importance of psychological readiness in sport behavior. In local consumer research, Wuryanti & Zahara (2019) found that lifestyle, self-concept, price, and social class influence consumer purchase decisions, making their findings relevant to golf participation because golf is often associated with lifestyle, identity, and social class.

Psychographic orientation is also reflected in how individuals respond to lifestyle-based consumption and digital service experiences. Wuryanti & Zahara (2019) found that lifestyle plays a moderating role in the relationship between free shipping, paylater features, and impulsive buying among Gen Z consumers, showing that lifestyle can strengthen behavioral responses. This is consistent with recent sport participation literature showing that motives and barriers vary across social groups, where personal preferences, social expectations, and perceived constraints influence the decision to engage in physical activity and sport.

Digital Promotion and Sport Consumer Engagement

Digital promotion has become one of the most influential drivers of consumer awareness, interest, and behavioral decision-making. Yadav et al. (2023) found that digital social engagement among sport fans is shaped by interaction, identification, and digital interface, indicating that online engagement can strengthen the relationship between audiences and sport-related activities. In the local marketplace context, Kurnia et al. (2024) found that e-commerce, word of mouth, product innovation, and influencers affect purchase decisions, which supports the argument that digital promotional exposure can shape participation decisions in golf.

Social media platforms such as Instagram, TikTok, YouTube, and WhatsApp can help sport organizations build visibility, emotional connection, and audience engagement. Romero et al., (2023) found that social media has become a fundamental tool for sport organizations, particularly because engagement is a critical element in connecting with fans in the digital age. Asmirani et al. (2025) also found that TikTok live streaming can increase consumer purchasing power and online sales, demonstrating that interactive digital media can influence consumer behavior through real-time communication and promotional attractiveness.

Digital transformation also changes how local businesses and communities improve service quality, information delivery, and promotional processes. Nursari et al. (2026) discussed digital transformation and quality improvement through technological innovation, service improvement, and process assistance for culinary MSMEs in Bandar Lampung. Similarly, Wuryanti et al. (2025) highlighted the importance of digital marketing and brand identity in strengthening product competitiveness. In the golf context, these findings support the idea

that digital promotion can build awareness, strengthen brand image, and increase public interest in participation.

Sport Commitment as a Mediating Variable

Sport commitment is an important psychological construct because initial interest does not always lead to sustained participation. Ji & Wu (2025) found that sport commitment mediates the relationship between exercise motivation and continuous participation intention, meaning that motivation becomes stronger when transformed into psychological attachment and commitment. In local consumer behavior, Cahyati et al. (2025) found that lifestyle, service quality, and price influence customer satisfaction with electronic word of mouth as a moderating variable, suggesting that continued behavior is shaped by satisfaction, perceived value, and relational influence.

Recent sport research also shows that sport commitment can strengthen the pathway between psychological needs, social support, motivation, and participation. Tao & Yu (2025) found that basic psychological needs, sport motivation, and social support positively influence sport participation indirectly through sport commitment. In the local marketing context, Ramadhan et al. (2025) found that service, store atmosphere, and advertising influence consumer satisfaction, which is relevant because satisfying experiences and persuasive communication can encourage repeat behavior and stronger attachment to an activity.

Sport commitment can also be explained through the relationship between competence, autonomy, and behavioral maintenance. Zhang & Miao (2024) found that competence and autonomy significantly mediate the activation and maintenance of sport participation behavior, indicating that individuals are more likely to maintain participation when they feel capable and internally motivated. This aligns with Nursari & Pratama (2024), who emphasized the importance of consumer trust and business trust in shaping broader economic behavior, because trust can strengthen confidence and continuity in decision-making.

3. Proposed Method

This study employed a quantitative research design with a survey approach to examine the effect of demographic factors, psychographic factors, and digital promotion on golf participation decisions, with sport commitment as a mediating variable. The population consisted of golf participants in Bandar Lampung, particularly those involved in golf activities at Risky Golf Universitas Malahayati and Sukarame Golf Course. The sample was determined using the Slovin formula with a 5% margin of error, resulting in 287 respondents. The sampling technique used was purposive sampling, with criteria including individuals who had participated in golf activities, were at least 17 years old, and were willing to complete the questionnaire.

Data were collected using a structured questionnaire measured with a five-point Likert scale. The variables in this study consisted of demographic factors (X1), psychographic factors (X2), digital promotion (X3), sport commitment (Z), and golf participation decision (Y). Before hypothesis testing, the instrument was tested through validity and reliability tests. The data were then analyzed using multiple linear regression, classical assumption tests, partial test, simultaneous test, coefficient of determination, and Sobel test to examine the mediating role of sport commitment.

Algorithm/Pseudocode

Algorithm 1. Research Analysis Procedure
 INPUT: Questionnaire data from 287 respondents
 OUTPUT: Direct and indirect effects among variables,
 Step 1: Define research variables: X1, X2, X3, Z, and Y,
 Step 2: Distribute questionnaires to respondents using purposive sampling,
 Step 3: Code respondent answers based on the five-point Likert scale,
 Step 4: Test instrument validity and reliability,
 Step 5: Conduct classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests,
 Step 6: Estimate the first regression model to test the effect of X1, X2, and X3 on Z,
 Step 7: Estimate the second regression model to test the effect of X1, X2, X3, and Z on Y,
 Step 8: Conduct t-test, F-test, and coefficient of determination analysis,
 Step 9: Conduct Sobel test to examine the mediating effect of sport commitment,
 Step 10: Interpret the results and draw conclusions.

Mathematical Components

The sample size was determined using the Slovin formula, as shown in Eq. (1):

$$n = \frac{N}{1+N(e)^2} \dots\dots\dots(i)$$

- (1) where n is the sample size, N is the total population, and e is the margin of error. With a population of 1,020 and a margin of error of 5%, the sample size obtained was 287 respondents. The first regression model was used to examine the effect of demographic factors, psychographic factors, and digital promotion on sport commitment, as shown in Eq. (2):

$$Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \dots\dots\dots(ii)$$

- (2) The second regression model was used to examine the effect of demographic factors, psychographic factors, digital promotion, and sport commitment on golf participation decisions, as shown in Eq. (3):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z + \varepsilon \dots\dots\dots(iii)$$

- (3) The mediating effect of sport commitment was tested using the Sobel formula, as shown in Eq. (4):

$$Z_{Sobel} = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2}} \dots\dots\dots(iv)$$

- (4) where a is the regression coefficient of the independent variable on the mediating variable, b is the regression coefficient of the mediating variable on the dependent variable, S_a is the standard error of a , and S_b is the standard error of b . A mediating effect is considered significant if the Sobel value is greater than 1.96 at the 5% significance level.

4. Results and Discussion

This section presents the main statistical results of the study. The analysis focuses on multiple regression to examine the direct effects of demographic factors, psychographic factors, digital promotion, and sport commitment on golf participation decisions. The Sobel test was used to examine the mediating role of sport commitment. The main results are summarized in the following tables.

Regression Results

The first regression model tested the effect of demographic factors, psychographic factors, and digital promotion on sport commitment. The results show that all independent variables had positive effects on sport commitment.

Table 1. Regression Results on Sport Commitment.

Variable	Coefficient	Result
Constant	0.557	—
Demographic Factors (X1)	0.184	Positive
Psychographic Factors (X2)	0.099	Positive
Digital Promotion (X3)	0.455	Positive

The regression equation is:

$$Z = 0.557 + 0.184X_1 + 0.099X_2 + 0.455X_3 \dots\dots\dots(v)$$

These results indicate that digital promotion had the strongest effect on sport commitment. This means that online promotional activities, social media exposure, and digital information can strengthen participants' commitment to golf.

The second regression model tested the effect of demographic factors, psychographic factors, digital promotion, and sport commitment on golf participation decisions.

Table 2. Regression Results on Golf Participation Decision.

Variable	Coefficient	t-value	Sig.	Result
Constant	2.169	3.785	0.000	Significant
Demographic Factors (X1)	0.219	4.545	0.000	Significant
Psychographic Factors (X2)	0.106	4.060	0.000	Significant
Digital Promotion (X3)	0.372	5.047	0.000	Significant
Sport Commitment (Z)	0.543	6.192	0.000	Significant

The regression equation is:

$$Y = 2.169 + 0.219X_1 + 0.106X_2 + 0.372X_3 + 0.543Z \dots\dots(vi)$$

The results show that all variables had positive and significant effects on golf participation decisions. Sport commitment had the strongest effect, followed by digital promotion, demographic factors, and psychographic factors. This indicates that commitment is the most important factor in encouraging individuals to participate in golf.

Simultaneous Test and Determination Coefficient

The F-test was used to examine the simultaneous effect of all variables on golf participation decisions, while the coefficient of determination was used to measure the explanatory power of the model.

Table 3. Model Summary.

Indicator	Value
F-value	233.347
Sig.	0.000
R	0.876
R Square	0.768
Adjusted R Square	0.765

The significance value of 0.000 indicates that demographic factors, psychographic factors, digital promotion, and sport commitment simultaneously had a significant effect on golf participation decisions. The Adjusted R-square value of 0.765 means that 76.5% of golf participation decisions could be explained by the variables in this model, while 23.5% was influenced by other factors outside the study.

Sobel Mediation Test

The Sobel test was used to examine whether sport commitment mediated the effects of demographic factors, psychographic factors, and digital promotion on golf participation decisions.

Table 4. Sobel Test Results.

Mediation Path	A Value	B Value	Sobel Z	Probability	Result
X1 → Z → Y	0.184	0.543	4.29	0.000	Significant
X2 → Z → Y	0.099	0.543	4.24	0.000	Significant
X3 → Z → Y	0.455	0.543	5.36	0.000	Significant

The results show that sport commitment significantly mediated all three relationships. The strongest mediation effect was found in the relationship between digital promotion and golf participation decisions through sport commitment. Since the direct effects remained significant, sport commitment acted as a partial mediator.

Discussion

The results show that demographic factors, psychographic factors, and digital promotion had positive and significant effects on golf participation decisions. The significant effect of demographic factors indicates that age, income, education, and occupation can shape individuals' access and opportunity to participate in golf, especially because golf requires facilities, equipment, time availability, and financial readiness. This finding is supported by Sutil-Martín et al. (2025), who explained that physical activity preferences vary across demographic groups and should be considered when designing participation strategies. The significant effect of psychographic factors also shows that lifestyle, motivation, interest, and personal values influence how individuals evaluate golf as a suitable recreational sport. Digital promotion also had a significant effect on golf participation decisions, meaning that digital content, media exposure, and online information can increase awareness and interest toward golf activities. Tian et al. (2023) found that media use has a positive relationship with sport participation behavior, especially when media becomes a source of information and motivation for sport involvement. This result is also consistent with (Nursari, 2023), who emphasized the role of technology in supporting economic and behavioral transformation in Indonesia.

Sport commitment had the strongest effect on golf participation decisions and significantly mediated the relationships between demographic factors, psychographic factors, digital promotion, and participation decisions. This means that demographic readiness, psychological suitability, and digital promotional exposure become more effective when individuals develop stronger commitment to golf. (Choi, 2023) found that sports commitment has a positive effect on continuous participation intention and can mediate the relationship between participation motivation and continued sport involvement. In this study, the strongest mediation path was digital promotion → sport commitment → golf participation decision, which indicates that digital promotion should not only attract initial attention but also build long-term attachment to golf. This finding is relevant to It is also supported by (Manan et al., 2024), who discussed the readiness of MSMEs in facing digital transformation, showing that readiness and adaptation to digital systems are important in influencing behavioral and organizational outcomes. Therefore, increasing golf participation in Bandar Lampung should focus not only on digital promotion, but also on strengthening participant commitment through enjoyable experiences, accessible information, social connection, and consistent engagement.

5. Comparison

Compared with previous studies, this research provides a more integrated model for explaining golf participation decisions by combining demographic factors, psychographic factors, digital promotion, and sport commitment in one empirical framework. Prior studies generally examined sport participation from demographic, motivational, or digital engagement perspectives separately, while local studies mostly focused on consumer behavior, digital marketing, lifestyle, and purchasing decisions outside the sport participation context. The present study extends those findings by showing that demographic readiness, psychological orientation, and digital promotional exposure significantly influence golf participation decisions, both directly and indirectly through sport commitment. The strongest contribution of this study lies in the mediating role of sport commitment, which explains how initial interest and external promotional exposure can be transformed into stronger participation decisions. Therefore, this study contributes to the state-of-the-art by linking sport marketing, consumer behavior, and sport commitment theory in the specific context of golf participation in Bandar Lampung.

6. Conclusions

This study examined the influence of demographic factors, psychographic factors, and digital promotion on golf participation decisions in Bandar Lampung, with sport commitment as a mediating variable. The results show that all independent variables had positive and significant effects on golf participation decisions, while sport commitment became the strongest predictor. The Sobel test also confirmed that sport commitment significantly mediated the effects of demographic factors, psychographic factors, and digital promotion. These findings support all proposed hypotheses and indicate that golf participation is shaped not only by access, lifestyle, and digital promotional exposure, but also by the psychological commitment individuals develop toward the sport.

The study contributes to sport marketing and sport participation literature by integrating demographic, psychographic, digital promotion, and sport commitment variables into one empirical model. Practically, golf course managers, sport communities, digital marketers, and local stakeholders can use these findings to design strategies that not only attract new participants through digital promotion, but also strengthen long-term commitment through enjoyable experiences, accessible information, and community engagement. However, this study is limited to Bandar Lampung and uses a quantitative survey approach; future research should involve broader samples, compare different regions, and include other variables such as facility quality, price perception, peer influence, and service experience.

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