In Search of Demanded Mediating Role of TAM between Online Review and Behavior Intention for Promoting Golf App Distribution

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Abstract

Purpose: The technology acceptance model (TAM) refers to a theory that maps the possibility or extent to which users can accept an innovative technology. The purpose of the current research is to investigate the mediating effect of TAM between online review and behavior intention for promoting golf app's distribution. **Research design, data and methodology:** In order to examine the relationship between app usage reviews, TAM, and behavioral intentions of golf app participants, the present author collected total 170 responses from South Korean participants based on web-based survey system. The main methodology which was selected by this study is mediation causality analysis that Baron and Kenny suggested. **Results:** The statistical findings definitely indicated that TAM mediating role exists between the positive emotion of golf app users regarding online reviews and positive behavior intention of golf app, which means that all three steps of mediation causality analysis were statistically significant. **Conclusions:** The present research concludes that the correct utilization of innovation in the design and implementation of the technology features translates into performance excellence. The model can be used to increase the online presence through innovation as a primary drive toward providing more convenience and accessibility to the users through mobile golf apps.

Keywords : App Distribution Strategy, Online Review, User Behavior, TAM, Golf App

JEL Classification Code: C35, C46, L81, L86

1. Introduction

The technology acceptance model (TAM) refers to a theory that maps the possibility or extent to which users can accept an innovative technology and use it to perform a specific task. The two main factors considered in the model to determine the performance of a technology to meet the set goals and objectives include perceived convenience or ease of use and perceived usefulness to address the underlying needs (Al-Emran, Mezhuyev, & Kamaludin, 2018). It is important because it plays a significant role in increasing the number of app users through ease of accessibility and convenience. Therefore, the TAM design and implementation emphasize potential user perception as a critical driver in performance excellence, especially when targeting to attract people to an application (Sagnier, Loup-Escande, Lourdeaux, Thouvenin, & Valléry, 2020).

The acceptance of a particular technological framework or information system is enhanced using the TAM tool with the primary goal of creating a perception of convenience and ease of accessibility among existing and potential users (Choi, 2021). The benefits obtained from this model occur

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in the long-term range. They can result in a positive drive of an application acceptance or business tools that target to promote a brand or an entity among potential consumers.

A positive effect that can occur when app users have high confidence in user reviews is optimization, which attracts more users to the application and result in better ranking. Generally, high confidence in the review by other users indicates a good rating and translates into the performance excellence of the entity using the app to meet operational needs (Capasa, Zulauf, & Wagner, 2022). The primary cause of the positive effect is maximum visibility, as Google, Apple, and other relevant companies rank such apps higher compared to others with negative reviews or fewer visits by other users (Fedorko, Bacik, & Gavurova, 2018).

For instance, when the existing app users have high confidence and give positive reviews, the rating shows that they are benefiting from the services. In such cases, the results are positive because new users will also be convinced to develop a positive attitude and use the app due to the high confidence levels developed (Talantis, Shin, & Severt, 2020). The positive reviews also lead to higher chances of the app being featured to new users due to the high visibility and better performance in its category, as the existing users show satisfaction with the features and services provided.

The research is important because it addresses the gap between the current information on TAM and the need to explore the social influence of the online app review to facilitate behavioral outcomes. The previous studies examine the use of the model as an essential predictor of behavioral aspects like accepting or rejecting to buy the presented technology by the relevant users (Zhonggen & Xiaozhi, 2019). However, the perceived usefulness of technology may not be affected in some contexts due to external factors, especially when the technology presented is an integral part of a problem-solving framework (Oyman, Bal, & Ozer, 2022). The study focuses on filling in the prevailing gaps by examining the actual connection between theories of the model and practical phenomenon characterized by diversity in the existing variables that influence online reviews and behavior intentions of the users to meet the goal of promoting the golf app (Alshurideh, Al Kurdi, & Salloum, 2019).

The existing details about the model also miss a well-formulated explanation of how the theory and model can be verified in the context of changing tastes and preferences as technology continually advances through active innovation. The present research addresses these areas and gives a meaningful connection between the variables and a practical application of the model with maximum flexibility on the changing variables, investigating the mediating effect of TAM between online review and behavior intention for promoting golf app's distribution.

2. Literature Review

2.1. Relationship between Trust of Online Review and TAM for Golf App Users

There is a close connection and a positive relationship between trust in online reviews and TAM for golf app users due to the influence on perception and behavior towards acceptance. The past research (Gbongli, Xu, & Amedjonekou, 2019) shows that the perception developed by the app users about convenience and the ability of the application to meet their needs increases their readiness to access the golf web and use it according to their expectations. In this case, the existence of positive online reviews by previous users plays a significant role in elevating general acceptance and attracting more users to the platforms. Many companies in the golf industry have utilized the phenomenon created by the positive relationship between these two variables to customize their services and invest in innovation initiatives with the central goal of making the apps acceptable and convenient to the users (Cheong & Mohammed-Baksh, 2019).

The convenience and general acceptability are reflected in online reviews, which show a particular trend and give other users an idea of the nature of services they are likely to obtain from the platforms (Mehra, Paul, & Kaurav, 2021). Various studies show that a larger percentage of new potential users of the golf app trust the online reviews by the existing users more than the efforts by the individual companies to make recommendations (Sadiq, Umer, Ullah, Mirjalili, Rupapara, & Nappi, 2021). Therefore, the meaningful connection between the two frameworks is important and determines performance excellence in the golf industry.

Shah, Yan, Shah, and Ali (2020) argue that the perceived usefulness by the golf app users generated from positive online reviews acts as a marketing tool used to increase visibility and influence attitudes developed by the existing and new users. In this case, perceived usefulness due to the existing feedback represents the level of satisfaction by the previous consumers from the actual interaction with the golf web. Therefore, the design and implementation of change and improvement frameworks by the various companies in the golf industry should focus on benefiting from the positive relationship existing between TAM and the trust in online review by the users who are convinced about the effectiveness of the apps and the have a perception of the usefulness of the app to meet their prevailing needs (Portenhauser, Terhorst, Schultchen, Sander, Denkinger, Stach, & Messner, 2021).

The other important element of TAM is the perceived ease of use which can be generated from the online review by the app users that boosts trust and acts as a fueling force towards

the positive perceptions developed. In this case, the companies further benefit from the reviews as the search engines of the golf webs become more optimized and visible to the consumers in the industry.

A comprehensive prior study (Tang, 2019) shows that the positive connection between TAM and trust in online reviews acts as a communication blueprint that optimizes the possible outcomes and performance of companies in the golf industry as they strive to benefit from the current trends showing consumer shift to social media use. The prior study (Carlo, Hosseini Ghomi, Renn, & Areán, 2019) also proposed that online reviews by various users provide a suitable interactive language and create trust among the audience for better performance of the companies in the golf industry, as there is an increasing need for innovation and development of better features that target the user interface. Trust in the online review also enhances the information quality. It creates a scenario where potential and new users can get an overview of the benefits, they are likely to obtain by interacting with the golf web, which adds value to their needs through innovation (Huang, Chang, Yu, & Chen, 2019). Therefore, the entities in this industry should focus on optimizing the connection between the two outcomes to enhance their performance.

2.2. Relationship between Trust of Online Review and Behavior Intention for Golf App Users

Companies in the golf industry are increasing their online presence and using innovation as a primary drive toward providing more convenience and accessibility to users through mobile golf apps. Findings from the previous research (Rönnby, Lundberg, Fagher, Jacobsson, Tillander, Gauffin, & Timpka, 2018) reveal that the sustainability of these companies depends on their ability to utilize the positive relationship between the trust of online reviews and the consumers' behavioral intentions. Positive feedback from the online reviews by the application users directly results in a suitable behavioral shift towards higher purchasing actions due to the trust developed.

In this case, the users' tastes and preferences are the primary targets because they determine their intention to interact with the companies and benefit from the enhanced purchase intention and behavior towards the available innovative services. Meechang, Leelawat, Tang, Kodaka, and Chintanapakdee (2020) claim that online reviews also reflect on the general social presence of golf web consumers and their level of satisfaction with the usefulness and convenience of the user interface features and other operational elements. Therefore, a strong online presence gives the potential users an idea about the value-added from the mobile apps, which positively influences their behavior and intentions in the long-term range.

Additionally, the perceived information from the nature of online reviews of the golf app is reflected in the actual purchasing behavior and intentions because of the rate of satisfaction portrayed. Trust, satisfaction, and behavior intention are positively related and determine the performance of the companies that strive to use technological innovation to meet the prevailing needs in the golf industry and address the continually changing consumer purchasing behaviors. Jang (2020) also proposes that one of the possible relationships between the variables is that trust effectively impacts satisfaction with the applications and indicates that the usefulness and convenience meet the expectations. The satisfaction reflected in the online reviews also creates a perceived impression of quality which then positively influences behavior intentions. Therefore, a proper understanding of the relationship between these variables plays a critical role in determining the performance and resilience of the golf industry's entities significantly impacted by technology and innovation (Niknejad, Ismail, Mardani, Liao, & Ghani, 2020). The various firms in this industry can focus their efforts on creating trust through online review provisions and making the application services effective and efficient to meet the set goals and objectives in the long-term range.

The previous study (Choudry, Qureshi, & Rizvi, 2020) showed that a large percentage of golf app users use their trust in online reviews for decision-making and consumer loyalty. Most users recall reading reviews and making critical considerations before settling for the decisions made and developing a positive attitude and behavioral intentions. Therefore, the two variables are positively related and can eliminate doubt more effectively than recommendations made by individual companies. Innovation and effective use of technological tools should focus on creating a better user interface to influence their reviews and attract other application users through the feedback obtained from existing customers (Geng, Li, & Xue, 2022). The primary goal is to utilize the relationship to create a suitable perception and inclination of users' tastes and preferences towards the golf web, with the effects resulting in high sustainability and resilience in the industry.

2.3. Mediating Role of TAM between Trust of Online Review and Behavior Intention for Golf App Users

Technology acceptance plays a mediating role between trust in online reviews and behavior intentions of the users in the golf industry. In this case, TAM is used to build and maintain positive relations with the consumers by ensuring that the golf app's technology and user interface features meet expectations and achieves the goal of acceptance by potential users in the long-term range (Al-Rahmi, Yahaya,

Aldraiweesh, Alamri, Aljarboa, Alturki, & Aljeraiwi, 2019). Therefore, the effective and efficient use of the model makes the design and implementation focused on user-friendliness, ease of accessibility, and maximum convenience of the golf app. Widianto (2020) argues that the effects occur when users do positive online reviews because of the value added by the platform to meet their demands and deeds. The user-friendliness that prompts the existing users to do positive reviews enables the potential consumers to develop trust and positive behavior intentions (Blaga & Iancu, 2021). The behavioral aspects are then portrayed in the tastes and preferences originating from positive behavior intentions. Therefore, TAM is critical for performance and should be utilized by the companies operating in the golf industry to benefit from the rapidly advancing technology and innovation opportunities to address the underlying challenges among the users.

Oturakci (2019) also suggests that TAM plays this mediating role because the goal of innovation in the design and functionality of the applications is realized by the existing users sharing their experiences and beliefs with the potential users to build their trust. The unique ability to build trust among new users and reinforce the trust that the existing users have developed plays a significant role in positive behavior intentions (Abd Majid & Mohd Shamsudin, 2019). Performance excellence is achieved through proper development of the model and using it to build trust and create a strong influence on behavior intentions as the industry becomes more and more dynamic with rapid technological advancement and other external forces influencing the operations (Ginters & Dimitrovs, 2021). The framework also acts as a unique enable of progressive ad successful transformation through technology that targets behavior intentions and the underlying perceptions developed by users of the golf web and the associated services.

Detailed research (Mascret, Montagne, Devrièse-Sence, Vu, & Kulpa, 2022) reveals that a theoretical extension of the established technology acceptance model can be used to achieve a positive mediating role in building trust from the reviews and boosting performance from behavior intentions inclined towards the application use. The users in the software application area progressively build trust as they analyze and consider the online reviews and recommendations by other people who have interacted with the golf web before, which creates a long-lasting impact on their purchasing behavioral traits and intentions. The effective and efficient use of technology enables the golf industry to develop an effective communication language and identify the existing gaps in the golf industry. Filling in the gaps and addressing the underlying challenges through innovation and advanced technology features of the supplications are portrayed in suitable and effective reviews

by the users, which acts as a marketing tool to attract others to the golf web platform and meet their needs.

Figure 1: Main Research Factors

Based on prior literature findings, the current author reasonably established three hypotheses as follows:

H1: Golf app user's evaluation regarding previous online review has a significant impact statistically on TAM.

H2: Golf app user's evaluation regarding previous online review has a significant impact statistically on the future behavior intention.

H3: TAM will mediate on the connection between the previous online review and future behavior intention for promoting golf app's use.
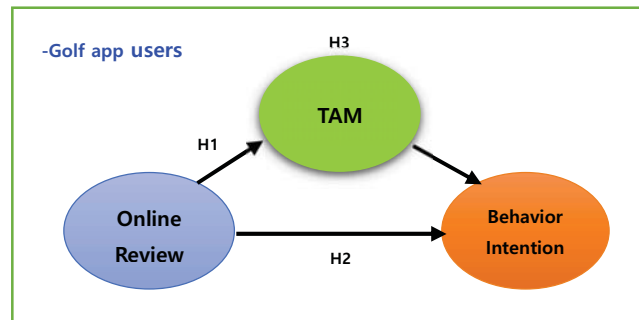

Figure 2: Three Hypotheses of the current research

3. Research Methodology

3.1. Measurement Tool

The present study has investigated the relationship between online reviews for golf app users, perceived ease of use and usefulness, and behavioral intention of TAM through the prior studies. Based on this investigation, research hypotheses of the current research was established for Korean golf app users via the survey questionnaire which is a main research tool. The survey was made up of a total of 22 items, including 8 items of online reviews, 4 items of perceived ease of use, 4 items of perceived usefulness, 4 items of behavioral intention, and 2 items of demographic characteristics.

Table 1: Description and Resources of Survey Items

Factors	Description	Prior Resources
Online Review (8 items)	*It refers to the user's evaluation of the golf app reviews.	(Herrera-Viedma, Pasi, Lopez-Herrera, & Porcel, 2006; Seddon & Kiew, 1996)
TAM (8 items)	(1) Perceived ease of use- The degree to which users perceive that the app can be used with little effort. (2) Perceived usefulness- It refers to the degree to which users believe that using the app will help them improve their performance.	(Venkatesh, Morris, Davis, & Davis, 2003; Agawal & Karahanna, 2000; Venkatesh & Davis, 2000; Davis, 1989)
Behavior Intention (4 items)	* It refers to the belief of an individual to use the 'Golf App' in the future.	(Sánchez-Prieto, Olmos-Migueláñez, & García-Peñalvo, 2017)

Except for the demographic items, all survey items were designed by a five-point Likert scale (Strongly Disagree=1 ~Strongly Agree=5). Table 1 indicates in more details about the survey items of the current research. In order to examine the relationship between app usage reviews, TAM, and behavioral intentions for golf participants, golfers with experience using South Korean golf apps were selected as the sample for the current research. An online survey was conducted using the forms provided by Google. Before obtaining real respondents, the present author selected 12 participants for a pilot test to improve a degree of understanding of the questionnaire. from March 10 to 11, 2022.

As a result, some of the survey items were revised and supplemented by opinions of pre-test participants. In more detail, the ambiguous questions were described more specifically, and if a question contained multiple meanings, the survey item was rewritten by separating one by one. Furthermore, to resolve the problem of missing response that occur frequently in data collection process, all survey questions were set up as mandatory questions.

3.2. Data Obtaining Procedure

Based on the improved questionnaire that was revised by the pretest, the current survey was distributed via the 'Convenience Sampling Method' for three weeks approximately from March 16 to April 7, 2022. Using Kakao-talk, the most frequently used SNS in Korea, the purpose of this study and the survey response method were explained in detail for all respondents, and moreover, a URL link was left so that potential participants could freely participate in the current survey. Finally, the present author

could obtain total 150 responses However, considering that the study participants were biased toward male participants and 40s age group, for two extra days from April 14 to 15, the present author could collect additional 20 responses through 'Cluster Sampling' focusing on women in their 20s and 30s. Thus, final usable sample for this study was total 170 responses.

The golf app is an outdoor sports activity that male and 40s are actively participating in in South Korea so far, and it is necessary to consider various age groups and genders in a situation where the participation of women in their 20s and 30s in golf is gradually increasing. That is why additional surveys were conducted focusing on female in their 20s and 30s. Also, the present author could figure out through the data collection process that in the case of those over 60, they are participating in actual golf activities but do not generally use the golf app. Table 2 and 3 presents detailed information of data collection process.

Table 2: Data Collection Process

	Survey Number	Percentile (%)
Distributed Survey	200	100
Collected (First Round)	150	75.0
Collected (Second Round)	20	10.0
Eliminated	0	0
Final Usable Survey	170	85.0

Table 3: Information of Final Sample

	Number of Participants	Percentage (%)
<Gender>		
Male	105	53.0
Female	65	47.0
<Age group>		
20s	34	20.0
30s	33	19.4
40s	82	48.2
50s	18	10.6
60s	3	1.8

3.3. Data Analysis and Hypotheses

Numerous prior studies have insisted that mediation approach is an essential technique and process for investigating the causal connection between main factors in the statistical contemporary research, (Özgen & Reyhan, 2020; Kim & Kang, 2022) and there is little doubt that a large number of previous researchers have selected the causal relations approach which was introduced by the past study (Baron & Kenny, 1986) to identify the causality of their research models (Memon, Jun, Ting, & Francis, 2018). Baron and Kenny (1986) have suggested total three step to figuring out the role of mediator variables. The current author thoroughly followed the suggestion of the prior study (Baron & Kenny, 1986) (See the below Table 4).

Table 4: Description and Resources of Survey Items

Step	Hypothesis	Mediating Effect Condition
Step 1	*Hypothesis 1	Check if 'Online Review' is significant statistically to 'TAM'
Step 2	*Hypothesis 2	Check if 'Online Review' is significant statistically to 'Behavior Intention'
Step 3	*Hypothesis 3	Check if 'both 'Online Review' and 'TAM'' are significant statistically to 'Behavior Intention'

4. Statistical Findings

4.1. Descriptive Statistics

First of all, the current author conducted the descriptive statistics to summarize large sets of numerical responses (Total 170 participants), The descriptive statistics for this research consisted of four kinds of analysis (Mean, Median, Mode, and Standard Deviation) (See Table 5).

Table 5: Information of Descriptive Statistics

	Mean	Median	Mode	SD
Online Review	3.36	3.50	3.00	0.865
TAM	3.82	3.88	4.00	0.603
Behavior Intention	3.98	4.00	4.00	0.797

4.2. Reliability Analysis

As a second step of the statistical approach, the present author performed to measure the reliability based on three factors, which implies this approach is to allow gauging an internal consistency based on three key construct of the present research using the SPSS 24 software. As previously stated, three main factors are 'Online Review', 'TAM', and 'Behavior Intention'. Prior studies have strongly recommended that if Cronbach Alpha value is greater than 0.7, items in the particular factor can be used as a measurement tool for one concept (Ravinder & Saraswathi, 2020; Woo & Kang, 2021). Table 6 shows the result of each main factor regarding the reliability analysis.

Table 6: The Results of Cronbach's Alpha Coefficient

Factors	Usable Items on Final analysis	Cronbach Alpha
Online Review	8	0.947
TAM	8	0.855
Behavior Intention	4	0.912

4.3. Mediator Regression Analysis

Mediator regression approach (Baron & Kenny, 1986) is made up of total three steps. (1) The first step should be checked whether Independent variable (Online Review) is statistically significant to the mediator variable (TAM). That indicates the first step of Baron and Kenny suggests conducting the simple regression analysis between independent and dependent variable first. Based on this recommendation, the present author conducted it as the first step for the current research and checked the significance probability (P-value) in ANOVA table.

If the P value is less than 0.05, the regression suitability can be acceptable. As shown by Table 7, P value between online review and TAM indicated was within acceptable range. moreover, the present author checked the P value in the coefficient table. Because it also was shown within the acceptable range (See Table 7), the mediation regression model of the current research could go over next step.

To confirm the second step that Baron and Kenny (1986) have suggested, the present author measured the statistical connection between the mediator of this research online review and behavior intention. As Table 7 presents, both P values in ANOVA and coefficient table were not greater than 0.05 and could obtain the justification to go over the final step of the mediator regression analysis.

Finally, Baron and Kenny (1986) suggests that if both first and second step indicate the statistical significance, the mediator regression model can keep going on the final step which checks whether both the independent variable and the parameter have a significant effect on the dependent variable. Definitely, the statistical finding in Table 7 points out the total mediation effect of TAM between online review and behavior intention for golf app users because independent variable is not significant statistically and only mediator variable is significant statistically to dependent variable (Baron & Kenny, 1986). Based on the results of this research, the present author could accept three hypotheses for current research model.

Table 7: Results of Multiple Regression Analysis

	P − Value in ANOVA	P-Value in Coefficient	Decision
H1	0.000***	0.000***	Accept
H2	0.000***	0.000***	Accept
H3	0.000***	Online Review to Behavior Intention 0.533 TAM to Behavior Intention 0.000***	Accept (Total Mediation Effect)

***p < 0.005

5. Discussions

The findings prove the empirical acceptance of the significant relationship between the technology acceptance model, behavior intention, and trust in online reviews. TAM plays a mediating role, and the correct utilization of innovation in the design and implementation of the technology features translates into performance excellence in the long-term range. The model can be used to increase the online presence through innovation as a primary drive toward providing more convenience and accessibility to the users through mobile golf apps. Many entities operating in the golf industry have utilized the connection created by the positive relationship between these three variables and the mediating role of TAM to customize their services. The primary goal is to build trust by creating an impression of the usefulness and convenience of the golf apps that prompt the existing users to do positive online reviews.

The impacts are translated into suitable behavior intentions by existing and new users as they interact with the golf web platforms and benefit from the convenience and other service features. The perception created by the nature of online reviews of the golf app is reflected in the actual purchasing behavior and intentions because of the rate of satisfaction portrayed. The overall design and implementation of the technology frameworks by the various companies in the golf industry should focus on benefiting from the positive relationship between the variables and the mediating role of TAM that influences performance excellence. In this case, integrating technology in the design enables the various companies to meet their set goals and objectives. Therefore, appropriate use of the model makes the design focus on user-friendliness, ease of accessibility, and maximum convenience while using the golf web.

The current study shows remarkable differences from the existing theories. It gives a new approach that can be used to understand better the mediating role of TAM between online review and behavior intention. The relationship between the factors acts as the fueling force of the use of the technology and the general acceptance among the users in the long-term range (Knox, Gemine, Rees, Bowen, Groom, Taylor, & Lewis, 2021). The current study successfully shows how the users of the golf app can be presented with technological innovation and positively influence their consumption intentions by manipulating the connection between their perception and the actual action course (Shemesh & Barnoy, 2020). The new approach and insight gained from the current study show that the perception of usefulness and convenience is important and plays a significant role in the performance of the companies in the golf industry as they strive to meet the consumer needs and address the underlying challenges that may affect the acceptability and behavior intentions.

The existing theories provide a suitable approach to understanding the enabling factors and variables that can be used to address the existing challenges as the users in this industry change their tastes and preferences due to the influence of technology advancements and innovative features from other entities. Therefore, the difference is visible from the theoretical explanation of the connection between the three variables and the mediating role of TAM as a technological approach to aligning user intentions and attitudes (Vahdat, Alizadeh, Quach, & Hamelin, 2021). The underlying assumptions consider the possible changes in perceptions and behavioral intentions in response to the usability and convenience of the features of the golf apps available for usage in the industry.

Practitioners of the golf app can take advantage of the study's empirical findings to create a suitable change and modification framework that maximizes innovation to optimize the outcomes. App developers and other industry practitioners can use the findings on utilization and acceptance to meet the users' expectations through best practices for maximum convenience and other suitable features (Granić & Marangunić, 2019). The behavioral elements from the study findings also form part of the strategic decision-making for better use of technology to design and implement the special features that can be integrated into the applications to make them more useful and convenient in the long-term range. The complex features can be redesigned with the use of new insights gained and the need to influence behavior intentions to eliminate the constraints and the limited usability freedom that can emerge from the uncertainty factors.

The information can also be used the golf app practitioners to optimize the distribution of the application by initiating innovation efforts and directing them towards suitable responses to technology evolution and the dynamic nature of the industry operations. The attitude and intention outcomes play a significant role in informing the app developers to monitor the fit between the working variables and generate a long-term solution (Lim, 2021). The outcomes enable the companies in the golf industry to remain relevant and their services applicable to address the exclusive needs of each consumer segment as they target to ensure maximum distribution of the applications. The practitioners should also adopt an exclusive innovation model and integrate it into the actual design to meet the set goals and objectives.

One of the major research limitations is that the discussion scope was broad, creating a challenge with the ease of integrating the ideas in one report format. The discussion depth and scope posed a challenge in finding comprehensive details forming the content and the actual relationship between the variables being examined through the study. Some of the assumptions made and research compromised followed the adverse effects of the limitations

as the study focused on generating meaningful inferences and conclusions. The wide scope also created a challenge with an accurate comparison between the variables in a collective manner using the relevant sources and research materials examining the concept of the mediating role of TAM between behavior intention and online review. A critical analysis and evaluation approach was used to counteract the adverse effects of the wider scope on the research quality and overall findings.

Moreover, the formulation of conclusive findings from the information obtained was a complex process that posed a challenge and acted as a limiting factor to the ease of completing the study to meet the set goals and objectives. The previous research findings in this context give various relevant ideas that should be consolidated to generate conclusions that represent accurate results that follow from the findings. The significant relationship established between the variables from the data set should be used in the formulation and analysis process to make relevant findings that build on the existing information. Some details are also absent in the current research findings and literature sources, making it difficult to consolidate the information and engage in a comprehensive formulation and information integration process.

Future researchers should consider using a narrower research scope, especially when examining the relationship between variables and the role of technology and innovation to fill in the existing gaps. The studies should focus on generating empirical evidence of the existing connections and the strategic approaches that can be integrated into the model to generate better results that can serve in the long-term range. The researchers should also focus their attention on the robustness and validity of the claims that will be generated, especially due to the relevance of the topic to the actual performance of companies in the golf industry, where technological advancement and innovation should be embraced in every stage of improvement or change framework. They should also focus on narrowing the scope to increase accuracy and achieve the set goals and objectives with maximum effectiveness. The details from the findings should be applicable in practical situations as golf app practitioners intend to increase the general distribution among existing and potential users.

Further, the researchers handling this study area should use advanced analysis tools to ensure that the collected data and details from the findings are correctly interpreted to meet the set goals and objectives. The measurement scale and other analysis aspects should be streamlined with the study scope and relevant to generate meaningful and applicable findings. These goals can be achieved if there is an internal consistency in the methods used to collect and analyze data when examining how the variables relate in various contexts in a practical situation. The technology and innovation

choices should be presented after integrating all the concepts and provisions that occur in the golf industry and affect the general outcomes from the unique mediating role of TAM between the two major operational and performance determinants.

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