A REVERSAL THEORY EXAMINATION OF RUNNING EXPERIENCES & THE EXPERIENTIAL ADVERTISING OF THREE LEADING RUNNING BRANDS

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A thesis submitted in partial fulfilment of the requirements of the University of East London for the degree of Doctor of Philosophy

April 2017

Declaration

I hereby certify that the work presented within this thesis is the result of my own investigation, except where reference has been made to published literature and where acknowledgement is made for unpublished data. During the course of this research programme I have not been registered or enrolled for another award from any academic or professional institutions.

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Abstract

Context & Objective

This research examines three distinct phases of consumption linked to the experiential advertising of three leading brands in the running shoe industry. Novel application of reversal theory is used to aid understanding of running experiences presented in three adverts, consumer responses to them, and the lived experiences of runners.

Design & Method

A mixed methods approach was applied across three studies. In study 1, reversal theory was used to identify the metamotivational profiles of each advert. In study 2, a questionnaire comprising the Reversal Theory State Measure and the Positive And Negative Affect Schedule was administered in a within-subjects design to assess advert effects. In study 3, semi-structured interviews were conducted with ten ultra-runners to triangulate the findings of study 1 and examine the phenomenology of ultra-running.

Results

Findings from study 1 demonstrate the utility of reversal theory as an effective framework for auditing experiential advertising; the adverts studied shared narrow metamotivational profiles dominated by autic-mastery but differing across the telic and paratelic states. Findings from study 2 revealed similar effects in viewers across the three adverts, and provided strong empirical support of the concept of metamotivational reversals. In study 3, reversal theory provided an effective framework for unpacking ultra-running experiences, with the concept of psychodiversity proving to be key.

Conclusions & Implications

Findings of the research suggest that running brands should develop more diverse representations of running in their experiential advertising to better reflect the lived experiences of runners and appeal to a wider range of consumers.

Acknowledgements

First and foremost, I would like to give thanks to my supervisory team of Dr. Marcia Wilson, Prof. Mark McDermott, and Dr. Richard Buscombe for their guidance, support and encouragement over the past 4 (they only signed up for 3) years. In particular, I would like to thank Marcia for continually making the time to read and provide feedback on my draft chapters; I would like to thank Mark for his reversal theory wisdom and for introducing me to the wonderful reversal theory community; I would like to thank Richard for providing a much needed clarity of feedback to what at times had become an overwhelmingly complex project. I would also like to acknowledge the role of Sharon Cahill in providing additional assistance to me when it was needed.

Thanks must also go to the staff at UEL who provided me with the opportunity to collect data, without which this thesis would not exist; Stefano Casalotti, Joanne Tocher, David Guiliano, James Beale, Andy Preston. I am equally grateful to all those who participated in my research, especially the ultra-runners who gave up their time to participate in my third research study. I am of course also grateful to ASICS for funding this project, without which I would not have been able to realistically contemplate embarking on PhD study.

Despite the importance of these contributions, this thesis would not have been possible without the patience and support of my partner Sarah, who has demonstrated an incredible capacity for alloic-sympathy towards both myself and our 2 young children. Having 2 children during the lifespan of a PhD is not advisable but it can be done if one is fortunate enough to have such a selfless partner.

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List of Abbreviations

ANOVA	Analysis Of Variance
IPA	Interpretive Phenomenological Analysis
ITP	Intention To Purchase
PA	Positive Affect
PANAS	Positive And Negative Affect Schedule
PCA	Principal Components Analysis
PTA	Polytextual Thematic Analysis
NA	Negative Affect
RT	Reversal Theory
RTSM	Reversal Theory State Measure
UR	Ultra Running

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Chapter 1.0: Introduction

1.1 Context of the Research

Recreational running has grown rapidly both in the UK and globally in recent years. The most recent active people survey figures indicate running (which is grouped with athletics) to have experienced the second highest growth in participation amongst funded sports in the UK (Sport England, 2016). The latest active people survey results suggest that over 2.3 million people in the UK (aged 16 and over) participate in running at least once a week. Other estimates of the size of the UK running population are far higher, with some suggesting it to be as high as 10.5 million (Sports Marketing Surveys, 2014).

Furthermore, Parkrun, the provider of nationwide weekly free to enter 5km runs, has logged over 12 million runs in the UK since its formation in 2004 (Parkrun, 2016). Data from the mobile running app Strava, recorded over 11 million runs in the UK in 2015, with over 52 million runs recorded globally (Bristow, 2016). The global rise of recreational running is evidenced in the growing number of runners participating in marathons around the globe. Recent data published in association with the Copenhagen Business school revealed a growth in global marathon participation of over 13% (Anderson, 2016).

As a consequence of this growth, globally the running shoe industry is now estimated to be worth in excess of $20 billion (Costill 2012, Van Tiggelen 2011, McDougall 2009)**.** Several sources even have even claimed that the running shoe market is recession proof (Veloskey 2010, Albergotti 2009, Barber 2009). The growth in running participation in the UK is also reflected in the growth of the UK running market, with a 13% increase recorded in 2014 (Sports Insight, 2015).

In light of this context, competition between running brands has intensified over the years, with brands continually seeking new ways to attract and retain customers. Whilst this has resulted in numerous developments in running shoe technologies, the ways brands market themselves plays an increasingly important role in attracting consumers. This makes evaluation of running brands' advertising more important than ever, with the right marketing providing opportunities to fill gaps in the market that technological innovation alone may not address.

1.2   Rationale for the Research

The level of continued economic and cultural prominence experienced by recreational running has helped to generate a growing body of research into the activity. Whilst there have been some recent socio-cultural contributions (Gotaas 2012, Bale 2004), academic literature on running has been dominated almost exclusively by biomechanical studies, and research into the UK sports market has been limited to quantitative market research (e.g. Dawes, 2009). The present research aims to address this situation by examining the experiential marketing of running from a psychological and motivational perspective.

The perspective undertaken aims to examine three distinct phases of consumption in relation to the marketing and experience of running. Phases of advertising representation (e.g. Holman, 1980; McCracken, 1986), consumer perception (e.g. Schiffman et al, 2012; Tom et al, 1987) and consumer experience (e.g. Holbrook & Hirschman, 1982; Holt, 1997) have all been identified in the literature as key phases of the consumption process. However, previous studies and research have tended to focus on only one of these three phases, only examining a single aspect of the entire consumption process.

1.3   Aims of the Research

The plan of work for the current research intends to examine the relationships between running brand advertisements, consumer responses to them, and the experiences of recreational runners. This relationship will be investigated using an analytical framework comprising three phases of consumption identified in the extant literature; representation, perception, and experience. That is to say, the proposed research will examine the way branded running commodities are first represented through the medium of advertising, then subsequently perceived and understood by the consumer, and then finally used and experienced by the consumer. Put differently, the proposed research can be understood as examining the before, during, and after phases of consumption.

The anticipated outcome of the research this framework will comprise is the generation of both commercially beneficial and academically developmental knowledge. This body of subsequent knowledge is expected to take myriad forms that will increase understanding both explicit to the specifics of the research and implicit to the broader study of consumption. This will include comprehension of how running

brands are positioned and infused with meanings; the impact their advertising has; and how the experiences communicated through advertising relate to the realities of recreational running. The present research's aims can be summarized as follows.

Overarching aim:

- To examine the experiential running brand advertising and suggest new strategies for its effectiveness (studies 1, 2, & 3)

Secondary aims:

- To identify the dominant psychological states used in the experiential advertising of three leading running brands (study 1 & 3)

- To measure the psychological effect and commercial persuasiveness of the three studied adverts on young consumers (study 2)

- To better understand real-world running experiences and compare them to the studied advertising experiences, based on a case study of ultra-runners (study 3)

1.4   Originality of the Research

The attempt to make holistic examination of the consumption process, beginning with brand advertising and finishing with consumer experience, represents a significant component of the aggregated originality of this thesis. In addition, each of the three studies that comprise this thesis makes a number of specific contributions to the formation of original knowledge. Firstly, the primary contribution of the research study one is to demonstrate the novel use of reversal theory as a tool for the analysis and classification of experiential advertisements. Secondly, the primary contribution of the research study two is to present the largest scale empirical evidence to date of the phenomenology of metamotivational reversals. Finally, the primary contribution of the research study three is to present in-depth insights into the under-examined ultra-running population. These contributions can be summarised as follows:

- Novel application of reversal theory as a tool for translating the satisfactions presented in experiential advertising (study 1)

- Unprecedented collection of data measuring metamotivational reversals (study 2)

- Novel in-depth examination of the experiences and motivation of UK ultra-runners (study 3)

1.5   Thesis Structure

This thesis follows the conventional overarching structure comprising introduction, literature review, methodology, results, discussion, and conclusion chapters. However, the presentation of the results chapters will deviate from this by also including their own separate literature and methods sections. The rationale for taking this approach is based on the inter-disciplinary nature of the thesis and the diversity of methods employed across the three research studies.

The specific disciplinary and methodological demands of each of the three research studies that comprise this thesis are outlined separately and related to the specific objectives of each study. This is intended to provide the reader with a more detailed research context for each of the studies and to enhance the readability of individual chapters. The main literature and methodology chapters will be used to articulate the broader context and framework the individual research studies are couched within.

Chapter 2.0:   Literature Review

2.1.   Chapter Introduction

The purpose of this chapter is two-fold. Firstly, it aims to present an overview of relevant scholarly literature in order to define the position of this thesis in relation to the complex, broad, and multi-disciplinary field of consumer behaviour. Secondly, this chapter serves to fully outline the principal conceptual and analytical framework of reversal theory that runs through this entire thesis. It must be noted however, that the review presented in this chapter does not attempt to provide an exhaustive account of prior scholarly work specific to each of the thesis' research studies. Instead, previous research and literature sharing a more explicit relationship to each of this thesis' studies is reviewed under the individual chapters comprising each of the three research studies.

Identification and selection of sources for the review that follows was made using a range of online databases available to the researcher. Databases available through the researcher's MyAthens account were used in the first instance, with the majority of searches conducted utilising each of the databases available under the EBSCO database umbrella. This was complemented with wider online searches within the UEL library catalogue as well as the Google scholar database, when search terms did not produce full text access to suitable sources.

2.2.   Reversal Theory

As the overarching theoretical framework for this piece of PhD research, an understanding of reversal theory is an essential component for the synthesis of information presented in this thesis. Whilst other theoretical concepts are utilised at various points across the three research studies comprising this thesis, it is the framework of reversal theory that unites them. Therefore, it is important to refer to the extant literature in order to both outline key concepts of the theory and its use in published research relevant to this thesis.

2.2.1. *Main Conceptual Tenets of Reversal Theory*

Reversal theory can be understood as a holistic and dynamic psychological theory of human motivation, personality, and experience. It originated through the work of Michael Apter and his father Ken Smith during the 1970's and their study of psychiatry patients in child and family clinics. Their observations of switches in the

emotion, motivation and psychology of these patients led to the concept of reversals between what they termed metamotivational states (Smith & Apter, 1975).

Reversal theory is holistic in that it proposes a general approach to psychology that accounts for moment-to-moment experiences, dominance or personality characteristics over time, and most importantly, inconsistencies in behaviour. In this way reversal theory can be considered a grand theory of psychology leading to the observation that it is "of considerable importance" (Hetherington, 1983, cited in Apter et al, 1985, p.2). Reversal theory is dynamic because it sees changes in psychological states underpinned by motivation as occurring instantly and often. This means that far from seeing human behaviour as fixed and predictable, reversal theory recognises it as congenitally inconsistent (Kerr, 2001).

The dynamic changes in psychological states proposed by reversal theory are articulated through the process of reversals within eight pairs of metamotivational states. The concept that individuals experience metamotivational reversals is asserted by Apter as "the central explanatory concept of the theory" (1982, p.28). Reversals between states in reversal theory are thought to be caused by three different factors. Firstly, there is the experience of contingent events, in which changes in an individual's environment or surroundings produces a change in metamotivational state. Secondly there is the experience of frustration, in which an individual feels compelled to switch states through not being able to achieve what they desire in the current metamotivational state. Thirdly, there is the experience of satiation; in which through prolonged time spent in a particular state an individual becomes more conscious of internal or environmental cues to switch states (Murgatroyd, 1985).

The dynamic account of motivation and experience and the underlying concept of reversals between metamotivational states proposed by reversal theory, is based on the mechanism of bi-stability. Apter explains the bi-stability mechanism in reversal theory as operating "like a seesaw, so that at any given time there is only one stable position, but over time there are two such positions" (2007, p.33). As well providing the mechanism for reversals to take place, bi-stability also differentiates reversal theory from several homeostatic theories in psychology based on unistability (Apter, 2007).

In homeostasis, a single optimal point of arousal is theorised, whereas in bistability, two opposing but equally optimal points of arousal are possible. These points of optimal arousal within the framework of reversal theory are based on being in

one or other of each pair of metamotivational states. This means that reversal theory in fact conceives of eight different optimal states of arousal, one for each of the eight theorised states. The result is that reversal theory has the capacity to explain a broader range of behaviour than many homeostatic models.

The ontology of reversal theory is understood as operating through structural phenomenology. A phenomenological approach can be understood as one in which there is the need for "extensive reference to be made to subjective experience and meaning if the nature of psychological processes is to be understood" (Murgatroyd, 1985, p.1). In structural phenomenology, subjective experience is understood through the structure of "the systematic interpretations given to events within experience by the person" (Murgatroyd, 1985, p.2). Put differently, structural phenomenology is concerned with how experience is structured by individuals, or as Apter puts it "the study of the structure of the phenomenological field" (2007, p.3). Apter refers to this ontological approach as being 'inside out': "It starts from subjective experience and interprets behaviour…in the light of this experience" (2007, p. 9).

2.2.2. *Metamotivational Domains & Pairs of States of Reversal Theory*

In reversal theory, the structural framework with which to reference experience consists of four metamotivational domains. The metamotivational domains of reversal theory comprise fluid pairs of states (Tucker, 2010) with one of each pair experienced at any given time (Apter 1982). The operative states work to direct behaviour through motivational drives and dictate experience of any given moment (Frey, 1997). The metamotivational domains conceived of by reversal theory are a means-ends domain, a rules domain, and a relationships and transactions domain. They comprise metamotivational states of playfulness and seriousness, conformity and rebelliousness, self and other, and mastery and sympathy specifically (see table 2.1 for a summary).

The theory was originally conceived through the conceptualisation of just two opposing states, a serious goal-orientated state termed the telic state and a playful process-orientated state termed the paratelic state (see Smith & Apter, 1975). In the telic state the individual is goal or ends orientated whilst in the paratelic they are more concerned with instant gratification and are means or process orientated. Characteristics of the two states can be understood through the simple recognition that "behaviours are sometimes engaged in because they lead to the achievement of a goal and sometimes because they are pleasurable in themselves" (Murgatroyd, 1985, p.6). In the telic state

the motivation for doing something rests on the completion of a goal and so is future-orientated (Apter, 2007). Contrastingly, in the paratelic state, the motivation for doing something lies in the instant enjoyment or pleasure the activity brings and so is present-orientated.

A further important and contrasting dimension to the means-ends metamotivational domain as outlined in reversal theory, concerns the level of preferred or optimal arousal when experiencing each state. In the telic state, the preferred or optimal level of arousal is low. This level of arousal is experienced pleasantly as relaxation in the telic state but unpleasantly as boredom in the paratelic state. This is because the preferred or optimal level of arousal is high in the paratelic state. High arousal is experienced pleasantly as excitement in the paratelic state, but unpleasantly as anxiety in the telic state (Apter, 2007).

Following Smith and Apter's initial conceptualisation of the telic and paratelic states, a second pair of states, the conformist and negativist states were theorised and presented by Apter in 1982. Apter defined this new pair of metamotivational states as follows: "the feeling of being in a negativistic state can be defined as wanting, or feeling compelled, to do something contrary to that required by some external agency. The conformist state can simply be defined through the absence of this feeling" (1982, p. 198). Put differently, in the conformist state one feels compelled to abide by rules and respect authority, whilst in the negativistic state the individual acts in opposition to these rules.

Like all other states within reversal theory, it is the individual's subjective experience of their motives and actions that define whether an act is negativistic or not. Preferring the term rebelliousness, McDermott states "a rebellious act can only be regarded as such by an external observer if the actor perceives that the self has acted contrary to an imposed requirement" (1988, p.300). Thus it is not sufficient to define an act as rebellious simply by virtue of some particular rule, regulation, requirement or norm having been violated.

Work by McDermott (1987, 1988) examining the phenomenology of the negativist state has further extended understanding of this metamotivational domain through identification of two forms of rebelliousness, proactive and reactive rebelliousness. In its proactive form rebellious behaviour is understood through the motivation to make one feel good through some or other rebellious act. In contrast, in

reactive form rebellious behaviour is understood through the motivation to react to some form of disappointment, frustration, or unsatisfactory outcome.

The final two pairs of metamotivational states that comprise reversal theory were incorporated into the theory simultaneously by Apter and Smith (1985). These are the mastery and sympathy pair of states and the autic and alloic pair of states, otherwise known as the self-orientated and other-orientated states. Although each of the two pairs of states is defined through differing characteristics, a synergy exists between the two pairs of states that means they are usually experienced together (Apter, 2007).

Operating within the transactional domain, the mastery and sympathy states are understood as "two alternative ways of seeing oneself relating to the other with whom one is interacting at a particular time" (Apter & Smith, 1985, p.162). These alternative perspectives are defined through the desire to dominate and assert power over those others whom one is interacting with, or to desire help and care from those same others. In the mastery state satisfaction is derived from feeling strong and overcoming or mastering a particular situation (Apter & Smith, 1985). In the sympathy state satisfaction comes from the feeling of being liked, loved or cared for. It should also be noted that although these pairs of states are typically experienced through interactions with others, they are not dependent on them. For example, in the mastery state one could be interacting with an animal, the environment, a particular situation or challenge.

Moreover, in defining and understanding this pair of states it is also essential to identify whether the locus of the desire for either mastery or sympathy is the self or some other. Thus, why synergy between these final two pairs of states was alluded to earlier. Operating within the relationship domain, the autic and alloic states or autocentric and allocentric as they were originally conceived, are concerned with whether the beneficiary of a particular transaction is the self or an other. As explained by Apter, the autic and alloic states are about whether "In interacting with another person one either puts oneself first at a given moment or one puts the other first (2007, p.130).

Understood in relation to the mastery and sympathy pair of states, the effect of the autic and alloic states results in very different experiences. For example, there is a considerable phenomenological contrast in the feeling of wanting to receive love and care (autic-sympathy) than there is in wanting to provide love or care (alloic-sympathy). Similarly, the experience of wanting to demonstrate mastery to overcome an opponent

in a particular competitive situation (autic-mastery) is very different to wanting to help someone else achieve mastery and success (alloic-mastery).

The effect of the autic and alloic states on the phenomenological experience of the mastery and sympathy states is further articulated by Desselles et al (2014). In their development of the Reversal Theory State Measure (RTSM), the authors chose to use items that combined the autic-alloic and mastery-sympathy pairs of states. They explain "the meaning of the mastery or sympathy states changes depending on whether it is paired with alloic or autic…wanting to be in control (autic-mastery) is qualitatively different from wanting someone else to be in control (alloic-mastery)" (2014, p.12).

Table 2.1. *Salient Characteristics of each of the eight Metamotivational States* (Adapted from Murgatroyd, 1985, p.7)

Domain	State	Characteristics
Means-Ends	**Telic**	▪ Serious minded ▪ Goal/future/planning orientated ▪ Seeks to avoid arousal
	Paratelic	▪ Playful & spontaneous ▪ Process/present orientated ▪ Seeks immediate pleasure & high arousal
Rules	**Conformist**	▪ Need to conform to externally imposed salient pressure/expectation/rule
	Rebellious	▪ Need to act against externally imposed salient pressure/expectation/rule
Transactions & Relationships	**Mastery**	▪ Displaying domination or superiority over others ▪ Performance-orientated ▪ Transactions experienced as involving taking or yielding up
	Sympathy	▪ Need to be sympathised with, receive care or love ▪ Showing care or love towards others ▪ Transactions experienced as involving giving or receiving
	Autic	▪ Self-orientated ▪ Self is focus of transactions with others
	Alloic	▪ Other-orientated ▪ Other is focus of transactions with others

For a full reversal theory account of an individual's motives to be understood, both the operative state within each pair of states and the particular combination of operative states needs to be known (Murgatroyd, 1985). However, of equal importance is the recognition that each of the four operative states are unlikely to be experienced equally. There can be differences in the extent to which each of the four operative states drives motivation and directs behaviour at any given time.

For example, one's actions may be far more motivated by the need to achieve a particular goal than they are to express either conformity or opposition to rules and authority. In such a case, the emphasis would be far more on the means-ends domain than it would on the rules domain. However, in most circumstances there will usually be an equal emphasis on the two states experienced within the transactions and relationship domains. This is because as stated earlier, motivations and acts involving mastery or sympathy will usually be directed at either the self or the other. These theoretical observations give rise to the importance of not only the operative states at any given moment, but also the "predominant" states (Murgatroyd, 1985, p.9).

For the purposes of this PhD research, reversal theory will be used as a way of identifying and analysing the predominant psychological states at each stage of consumption. Firstly, reversal theory will be used to analyse branded running advertisements through identification of the metamotivational states that are projected through the running experiences in each advert. Secondly, reversal theory will be used to guide analysis of consumer perception by seeking to identify the relationship between metamotivational state and advert effectiveness. Thirdly, the theory will be used to direct the analysis of what metamotivational states the consumer experiences post-consumption; i.e. when running. Before discussing the literature in relation to each of these three phases of consumption, it is important to outline the concepts surrounding the subject of reversal theory analysis throughout this thesis: advertising.

2.3. Advertising

Whilst this thesis examines three different phases of consumption (representation, perception, experience), the three studied adverts and the process of advertising remains central throughout. The first research study examines representations projected through advertising, the second study examines consumer responses to advertising, and the third study examines consumer interpretations of, and

experiences in relation to, advertising. Therefore, it is essential to establish understanding of the function, meaning and purpose of advertising.

2.3.1. Definitions of Advertising

Generally, advertising is understood as some form or other of persuasive communication (Richards & Curran, 2002) with the persuasive dimension usually involving the selling of ideas, brands, or products (O'Shaugnessy & O'Shaughnessy, 2004). Making reference to various definitions provided in the literature over time can support different elements of this definition. Reflecting the dominant form of media at the time, an early definition of advertising provided by Starch can be expressed simply as "selling in print" (1923, p.5). As the media has developed, so too have definitions of advertising. Dunn (1969) thus articulates "advertising is paid non-personal communication through various media by business firms, non-profit organisations and individuals who are in some way identified in the advertising message" (cited in Richards & Curran, 2002, p. 66).

Further development in the way advertising is defined and understood can be gleaned from the commonly cited definition provided by Kotler. Kotler defines advertising as **"**any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor" (2000, p. 578). With Kotler's definition comes the recognition that the role of advertising does not necessarily involve selling something, and can simply be a platform for the promotion of ideas and information. Indeed, some commentators have even suggested that advertising has the capacity to be an agent of social change (Schiffman et al, 2012). However, in the context of this thesis and the type of advertising being studied, the intention to sell a brand and associated products is very much the role being pursued.

2.3.2. Definitions of Brands

One salient feature of advertising discussed throughout the literature, and most pertinent to this thesis, concerns the concept of brands and branding. What differentiates the three advertisements studied in this thesis at the most superficial level is then, the brand each advert is attached to. It is notable that in countless advertisements including those being studied in this thesis, the products associated with the advert are often less than clearly visible. However, the visibility of the brand is far less likely to ever be in question.

As with the wide-ranging definitions of advertising, Haigh and Gilbert (2005) suggest there is no agreed definition of brand in the literature. For Haigh and Gilbert (2005) on the one hand, brands can be understood through narrow and specific definitions based on the presence of a logo and other legally protected visual elements. Whilst on the other, they can be defined through larger bundles of intellectual property rights and holistic properties of the organisation.

The contrast between these different ways of understanding brands is illustrated in the way they have been defined through two leading authorities in the field. According to the American Marketing Association, a brand can be defined as "a name, term, sign, symbol or design, or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Kumar & Sharma, 1998, p. 232).

However, the recognition that advertising does not have to involve selling something, can also apply to the concept of branding. This is illustrated in Murphy's (1990) definition of a brand as "a trademark which through careful management, skillful promotion and wide use comes in the minds of consumers to embrace a particular set of values and attributes both tangible and intangible" (cited in Paetzold, 2010, p. 30). The relationship between a brand and particular values and attributes is an element of Murphy's definition most salient to the adverts under study in this thesis.

Through the representation of particular running experiences, the advertisements studied in this thesis project particular relationships between each brand and what they value in the experience of running. The impression created in the mind of the consumer by each of the studied brands in this thesis relates far more to their running values than it does to their running products. This will be demonstrated in the analysis presented in chapter four and underlines how branding must be understood through differentiated experiences rather than simply differentiated symbols, names and designs.

2.3.3. *Categorisation of Advertisements*

The function of branding in embracing a particular type of experience also highlights an additional dimension of advertising. The way a particular advertisement engages in persuasive communication to consumers is dependent upon the particular type of message used. This is most widely understood through the division of product-based and experience-based advertising.

Several variations in terminology have been used in the literature (Fox, 1984; Johar & Sirgy, 1991; Puto & Wells, 1984; Rossiter & Percy, 1987; Snyder & DeBono, 1985). However, the work cited maintains the same basic conceptual division between functionalist/product-based and symbolic/experiential advertising. This is an important recognition as it provides a far stronger rational for examining the experiential characteristics of the three studied adverts than would be possible with informational advertising. Thus, the arguments presented in this thesis are made specifically in relation to the symbolic/experiential half of this division. The three adverts studied throughout this thesis have each been chosen due to the experience-based approach they comprise and as such they will be referred to as experiential.

2.3.4. Advertising & Young Consumers

The specific focus of study two and the overall commercial brief of the current research is on younger consumers. Therefore, it is important to outline some of the literature that has studied the relationship between advertising and young consumers. In particular, there are some themes around advertising and young consumers that have been discussed in the literature that can be related to reversal theory.

Utilising fun-loving images is one strategy to attract young consumers that has been identified in the literature. Anderson (2011) found the advertising of menthol cigarettes to young consumers has consistently drawn upon fun-loving images and messages throughout the previous three decades. Jones and Donovan (2001) found similar approaches were used when they studied messages in alcohol advertising to young consumers. Messages of enjoyment and carefreeness, typically associated with the paratelic state, were amongst the most frequently perceived by 19-21 year olds in their study.

Further highlighting the importance of the paratelic state in relation to young consumers is a study of US college students by Wolburg and Pokrywczynski (2001). They found 'fun-loving' to be rated by participants amongst the strongest of 20 different self-identity descriptors, with only 'ambitious' rated higher. Similarly, Noble et al (2009) stressed the importance of advertisers reflecting personalities of young consumers in their brands, with fun and excitement two of the most commonly expressed by participants when interviewed.

Moreover, Gunter and Furnham (1998) suggest that during adolescence, the formation of relationships with brands that endure into early adulthood occurs. Thus, brands seen as exciting and fun by adolescent consumers may have an advantage over more serious brands that consumers only become aware of later in adulthood. These assertions and evidence in the literature suggest that projection of the paratelic state plays an important role in brands gaining initial engagement with young consumers.

In addition to the potential importance of the paratelic state for attracting young consumers, several authors have suggested that rebelliousness also plays an important role. Burton et al (2000) have suggested that the marketing of rebelliousness is an approach that can particularly resonate with young consumers in advertising using athletes and sports celebrities. The authors suggest that more controversial and rebellious athletes are often viewed as more believable and authentic by younger generations of consumers. This could be because according to Pechmann (2000, p. 20) "when audiences identify with a spokesperson, they are more likely to accept that person's opinions and recommendations as credible and relevant to their own lives". This effect is especially important for advertisers, since academics have conducted research to suggest that young consumers are in general, highly sceptical of advertising (e.g. Hansen et al, 2002; Ige, 2004).

2.4.   The Three Phases of Consumption

As has been outlined in the introductory chapter, in addition to reversal theory, the structure of this thesis is also based on the framework of three different but inter-connected phases of consumption; representation, perception, and experience. These three phases have been identified through a holistic review of extant literature but also overlap with those phases of pre-consumption experience, purchase experience, core consumption experience, and remembered consumption experience articulated by Arnould et al (2002). Some of the key works of each of the three phases of consumption adopted by the current research are now outlined.

2.4.1. Representation: Social-Symbolic Consumption

The representation phase of consumption can be understood as the processes by which brands and commodities are infused with symbolic meanings. Writing on the symbolic value of clothing, Holman (1980) highlighted the communicative capacity of commodities and the potential for them to be decoded as social texts. Alternatively,

Hirschman and Holbrook (1982) helped to lay the foundations for subsequent post-modern readings of consumption with their theorisation of consumption as a hedonic activity. Key to their work is the recognition of the role of emotions in consumption, which has been harnessed by several ensuing writings on the role of emotional attachment to brands by consumers. (e.g. Malar et al, 2011; Park et al, 2010; Banister & Hogg, 2003; Cho & Stout, 1993).

The work of Solomon (1983) and then McCracken (1986) can be identified as two further principal contributions to the theorising of the socially symbolic nature of consumption. The latter can be understood as one of the first theoretical deconstructions of the advertising industry, providing a pioneering account of the way cultural meaning is fused into advertising discourse. Several authors following the lead of McCracken have pursued advertising analysis and theorisation (e.g. Jhally 1990, Goldman 1992) with significant pieces written on sport (Jackson & Andrews, 2005) and deconstruction (Stern, 1996 a; 1996 b). Within this literature, the work of Livingstone (2011), and Jenkins (2008) are of particular interest. Examining aspects of Apple Macintosh advertising, both authors present insightful analyses of the mechanisms involved in symbolic representation and even contain some implicit references to the metamotivational states of reversal theory.

Solomon's insights on the other hand, act as a point of departure for the theorisation of consumer identity that has followed with similar prolificacy to that of advertising (e.g. Warde, 1994; Elliot & Wattanasuwan, 1998: Escalas & Bettman, 2003). Within this body of work, several authors have theorised consumer identity through the concept of the actual and ideal self (Banister & Hogg, 2003; Escalas & Bettman; 2003, Malar et al, 2011; Park & John, 2012). Others have focused on the construction of brand identity and brand perception to explore the consumer-brand relationship (Janonis et al 2007; Maura & Mishra, 2012).

Following a similar theoretical vein, but couched in different terms, the work of Park and John (2012) found that consumers could be understood through one of two personality orientations, either as fixed/entity or as flexible/incremental theorists. They found that consumers responded differently to adverts based on these orientations, with fixed theorist consumers responding to adverts reinforcing their self-perception and flexible theorist consumers more likely to engage with self-improvement advertising discourse.

The symbolic dimension to young people's consumption behaviour has been emphasised by Piacentini and Mailer (2004) as being a crucial component in the communication of role and identity markers used as a strategy for offsetting insecurity at an uncertain and transitional life stage. Whilst for Martin and Bush (2000) the influence of role models in influencing adolescent consumption decisions is a key factor.

Despite the plethora of celebrity endorsement within contemporary advertising and the incorporation of vicarious role modelling in their theoretical framework, Martin and Bush (2000) found that parental role models still exerted the most influence on young consumers. This supports the earlier work of Moore and Moschis (1978) whose study of teenagers' reaction to advertising found that adverts had far less power in shaping consumer behaviour than many critics have suggested, with parental influence also cited as key in the social learning model of consumption behaviour.

Consumers of any age however, have seldom been the focus of research into sportswear, with few scholars examining the symbolic consumption of sportswear. The work of Collins (2001) and that of Bohm and Batta (2010) both harness the Marxian concept of commodity fetishism in relation to the study of Nike sportswear. For Collins the use of celebrity endorsement, in this case that of Michael Jordan is a key strategy in the fetishisation of products and works as a fundamental tool for seducing consumers into buying products for reasons unrelated to their instrumental use. In theoretical synthesis with the work of Lacan et al (2010), Collins asserts that the key to the operation of commodity fetishism is the presence of a void between what is promised and what is experienced, creating a continual circle of lack and desire in the consumer.

Of more relevance to the research within this thesis is Schwarzenberger (2011) and Schwarzenberger and Hyde's (2013) research into the role of sports brands in building niche subcultures in trail running. Through the study of two separate trail running events, they identified social interaction as a key factor in the development of a sport-based consumption subculture. However, the study concluded that in the context of the two trail-running events examined, brands were not currently playing a significant role in producing a subcultural group identity. Nevertheless, the research highlights the ability of sports brands to symbolize group subcultural identities and the potential for such consumption-based identities to develop within running.

2.4.2. *Perception: Psychological Motivation of Consumption*

The perception phase of consumption centres around the motivations consumers have for consuming different products and their perceptions of whether particular and brands and commodities can satisfy them. In the broad terms of this general review of literature, this phase of consumption is about the psychology of consumer motivation. This has in the main been studied quantitatively, with much of this research failing to harnesses a deep and transferable theoretical underpinning. Psychology of motivation approaches to studying consumption can be understood as characterised by a needs-based approach to explaining behaviour. A common approach in the literature has been to use some form of motivation measuring scale (e.g. Tokuyama & Greenwell, 2011). Whilst such studies have provided a directory of motivations they have not supplied any theoretical explanation of the underlying mechanisms.

Models have also been presented to explain consumer behaviour, such as Trail and James' (2001) research into motivation and sport consumption. The authors were able to identify nine core motives for sport consumption from the research carried out. However, they were not able to explain the mechanisms that produce them, thus leaving the work lacking in strong theoretical foundation.

When consumer needs have been approached from a more qualitative viewpoint, similar failings can be identified. In Ligas' study of consumer goals and product meanings (2000) he conducted in-depth interviews with female consumers about a particular set of purchases they had all made. Whilst Ligas was able to identify a set of recurrent themes in his subject's responses, this was not supported by a meaningful theoretical framework. This means the result was still limited to a set of reasons without any conceptual explanation of their origin.

Whether qualitative or quantitatively based, a critique of needs-based theory is that it does not account for contextual influences, primarily those social in nature, on consumer behaviour (White & Thompson, 2009). The generating of reasons and needs to explain consumer behaviour can only offer in-depth and potentially generalizable understandings if the underlying mechanisms can be explained and it can account for contextual influences. That is to say, those influences external to the individual.

Of the literature available that has attempted to follow a more theory-driven approach, the use of Self Determination Theory (SDT) has emerged as a prominent framework. The central premise of SDT that there is an inherent human need for

autonomy, relatedness and competence (Deci & Ryan, 2011) has been used by several authors to understand consumer behaviour. Exponents of SDT to the study of consumer behaviour have though to date, struggled to comprehensively apply the theory.

The role of autonomy has tended to dominate most SDT accounts (e.g. Palan et al, 2010; White & Thomson, 2009; Thompson, 2006) with difficulty in accounting for all three tenets of the theory. For Thompson (2006) the motivational framework of SDT and its components of autonomy and relatedness in particular, can be used to explain the strength of consumer attachments to human brands. That is, when feelings of autonomy and relatedness within the consumer are strong, attachment to human brands is likely to be higher. However, Thompson does not account for the third component in the SDT framework, that of competence.

In sports related consumption, the work of Funk (2000, 2001, 2002, 2003, 2004) and Funk et al (2012) has seen SDT applied to sports spectatorship. Although stressing the role of autonomy in consumer behaviour, Funk found that consumer behaviour must be understood through a combination of intrinsic and extrinsic drives. That is to say both autonomy and control. Like the other previously referred to applications of SDT to consumption, although Funk fails to incorporate the other components of the theory into his analysis, his insights hold significant value.

A particular focus of Funk's work has been development of the Sport Interest Inventory (SII) (Funk et al, 2001) to explain the motives of sports consumers in a spectatorship context. Although this context is not the focus of research within this thesis, the motivational factors identified by Funk et al (2001) may still hold resonance. In both the original (Funk et al, 2001) and subsequent developments (Funk et al, 2002, 2003) of the SII, a wide range of applicable motives for sports spectator consumers were identified.

The diversity of motives these studies identified in sports consumers caused Funk et al (2003, p.19) to conclude that there was a "need for holistic efforts to move research forward to more fully understand the psychology behind consumer differences". Differences that exist amongst consumers both within and between sports require broad theoretical frameworks able to explain a range of motivations. Such considerations in the study of sports consumer behaviour then, appear very much conducive to the ability of reversal theory to "cast a wider net than other theories of motivation" (Lloyd & Apter, 2006, p.31).

2.4.3 Experience: Experiential Consumption

The experiential turn in the study of consumption is a development of consumer understanding that seeks to take analysis beyond the purchasing stage of consumption. Embracing the subjectivity of the consumer, experiential research is concerned with the way commodities are used and the experiences consumers have. Seen as two of the original pioneers of the experiential perspective, Holbrook and Hirschman (1982; Hirschman & Holbrook, 1982) stressed emotional and sensual responses as being key to understanding experiential consumption. This approach has made the experiential perspective particularly well suited to the study of fun and enjoyable aspects of consumption and leisure activities derived from consumption (Chen & Madrigal, 2008). So it follows, the activity of running derived from the consumption of running shoes is particularly pertinent for examination.

Alternative interpretations of experiential consumption have also been made. For Lofman (1991) consumption is understood as a product of either intrinsic or extrinsic consumer values, meaning commodities are experienced both hedonically and instrumentally. Holt (1995) extends this view by following the work of Holbrook et al (1984) in theorising consumption as play. However, he also theorises consumption as materialism, asserting that both dimensions need to be recognised to fully understand consumer experience.

Such experiential accounts contend that products can be consumed in different ways and that the same commodity can be experienced and understood in a variety of ways. As Holt (1997) points out, this recognition overcomes limitations of both personality/values based perspectives and object signification interpretations. Both of these approaches offer prescriptive accounts of consumption based on universalised assumptions about how a particular type of consumer will behave or the particular type of meaning symbolised by a particular brand of product. Furthermore, the symbolic meanings attributed to commodities are not only subject to historical, geographical and social changes (Holt, 1997) but also the interpretation and influence of the consumer.

Drawing on the work of Holt (1995) stressing the social dimensions of consumption, Schembri (2009) suggests the meanings associated with brands and commodities can be understood as co-constructions between brand and consumer. For Schembri (2009), this process occurs through the formation of neo-tribes and social enactments of spectacle, and it is important for brands to recognise and embrace the

products of such interactions in on-going representations brand identity. This perspective offers support to earlier work on the way consumption identities and meanings can be modified and re-interpreted (e.g. Ritson et al, 1996; Elliot, 1997; Elliot & Wattanasuwan, 1998), placing the consumer at the centre of understanding.

Despite the suitability of sport and running related consumption experiences to the experiential lens, research in this area has been scarce. Eagleman and Krohn (2012) studying the consumption related experiences of US recreational runners, examined participants' relationship to running event sponsors but not running brands. Other literature merging consumer behaviour and running has included the work of Wicker, Hallmann, and Zhang, (2012) and Wicker and Hallmann (2013). These studies examined the motivations influencing participants in German marathons to spend money on travelling to and taking part in marathon events. However, they did not investigate any psychological factors related to the experience of running in marathons that might inform the studies in this thesis.

There is however, one source within the literature that has provided a rich psychological examination of running experiences, albeit not in a consumer context. In The Psychology of Running (Sacks & Sachs, 1981), several authors make myriad contributions to understanding the psychology of the runner and of running experiences. In their analysis of the psychological states underpinning experiences of running, Perry and Sacks (1981) articulate running as something that is quintessentially based on the experience of play. For Perry and Sacks, running involves a level of excitement and fantastical mastery not found in everyday life. Further, the two authors see the experience of running as a way for individuals to psychologically reconnect themselves to their early childhood and the excitement of gaining physical independence.

Moreover, in their analysis of running, Perry and Sacks (1981) articulate the appeal of the activity as rooted in the simplicity of the movement. Runners are able to experience a sense of mastery with the relative absence of prolonged skilled practice when compared to the demands of most other sports. The authors also suggest that running is in its essence, an individual experience, with goals, levels of competition and rules set by the individual in pursuit of a deeply meaningful personal activity.

The articulation of running put forward by Perry and Sacks (1981) provides clear reference points for reversal theory interpretation. The paratelic, mastery and (intra) autic states are all alluded to in the descriptions and motivations Perry and Sacks

(1991) assert to underpin running experiences. This then, offers one of the few reference points on the potential metamotivational experiences contained within running with which this thesis can refer to.

2.5. Consumption Literature's Relationship to Reversal Theory

Although the volume of research remains limited, a select few scholars have drawn on the framework of reversal theory to examine consumer interactions with advertising. Jung, et al (2014) studied consumer responses to interactive online advertisements in relation to the serious and playful pair of states within reversal theory. Their main research objective was to assess the effect of being in each of the studied states had on advert persuasiveness. They concluded that in order for adverts to maximize their persuasiveness they should contain enough flexibility to cater for both serious and playful minded consumer states when encountered.

In a similar vein, the work of Davis (2009) studied consumer responses to mobile commerce services and advertising. He was able to examine consumer responses across all four metamotivational pairs of states within the framework of reversal theory. Like Jung et al (2014), Davis also found that the metamotivational state experienced did have an effect on consumer interaction and in particular their frequency of engagement with adverts.

These studies serve to throw some light on the role of the reversal theory in examining the perception phase of the consumption process. Furthermore, Tucker (2012) although not measuring empirical responses, has also illustrated how adverts can be used to change and manipulate metamotivational state. Assessing the motivational states an advert elicits and the impact this has on an advert's effectiveness will be key to this thesis' study of the perception phase of consumption.

Further examination of the reversal theory literature on consumption reveals research has also been conducted in relation to consumer experiences of shopping environments. The work of Gillham et al (2003) and Crete (2008) has used reversal theory to demonstrate how shopping environments (physical and virtual respectively) are experienced through different consumer motivations. Although limited to the examination of only the serious and playful metamotivational states, these studies highlight the value of reversal theory in challenging homeostatic accounts of consumer behaviour.

2.6.   Reversal Theory & Running

Apter (1990) has suggested that sport in general presents an important opportunity for telic dominant individuals to embrace the paratelic state and experience greater psychodiversity. Apter's (1990) reversal theory analysis of sport asserts sporting activities to be largely (although not exclusively) inductive of the paratelic state. Much of this assertion is based on the rules and competitive structure of sports that would not necessarily apply to recreational running. However, for Apter the point is also that sport and related activities (such as running) are primarily taken part in for the (paratelic) enjoyment they bring.

One of the key works drawing on reversal theory to understand running experiences and motivations is that of Frey (1993). Although he did not collect any primary empirical evidence, Frey made reference to a number of experiences documented by runners in the popular running publication *Runners World*. He showed how running can be understood by a range of metamotivational states, both between different individuals and within the same individual over time, or even the course of a single run. This latter point of course drew on the fundamental premise of reversal theory, the experience of reversals between metamotivational states.

In his studies of different runners' experiences, Frey saw the motivation to run extending beyond the stereotypical notion in reversal theory terms of an experience of telic, autic-mastery. Frey helped to further make sense of the activity by observing that running is most frequently experienced in the intra-autic state. Thus running in Frey's view is characterised far more by the relationship one has *within* themselves rather than the relationship they have between themselves and others.

Furthermore, Frey demonstrated that the experience of running can be as much directed by the paratelic state as the telic; as much by the sympathy as the mastery state; and as much by the alloic as the autic state. Indeed, for Frey the possibility for running to be experienced in relation to a range of different metamotivational states is desirable, especially for individuals highly dominant in one state.

Other scholarly work supports the role of the paratelic state in particular in explaining the motivation to both begin and continue running activity. Research by Glasser (1976) was some of the earliest to uncover dimensions of running experience linked to the paratelic state. In his study of nearly 700 readers of runner's world, Glasser collated empirical evidence of a range of running experiences motivated by enjoyment.

Glasser explained these experiences through his concept of positive addiction in which an activity produces such pleasure that participants develop an addictive compulsion to continually repeat it.

Summers et al (1983) found that whilst goal achievement and bodily mastery motives were prominent amongst the motives of participants to complete a marathon, so was enjoyment. Amongst a list of forty perceived benefits or outcomes of running perceived by marathon runners, the authors found enjoyment to be amongst the five most commonly cited responses. Furthermore, the study concluded that the attraction of marathon running is heavily linked to its ability to satisfy a wide range of motivational needs.

Further previous studies have also found evidence of motives linked to the paratelic state important factors for explaining running participation. In Callen's (1983) study of 424 non-professional runners, the motive of running 'for fun' was given by participants as being the second most important of five motives for running which included to improve health (telic), weight control (telic), to compete in races (autic-mastery) and to counter illnesses (telic) (Cited in Breheny, 2002, p.22). Similarly, in a study of 723 US distance runners, Johnsgard (1989) found that the paratelic motivation to feel good featured alongside telic motivations such as to improve cardiovascular fitness and control weight.

Other studies that have examined running motivation from the perspective of extrinsic and intrinsic motives have also provided support for the role of paratelic motivation to explain running participation. Hoyenga and Hoyenga (1984) have suggested that for many recreational runners, the initial motivation to begin running may have been extrinsically based on health benefits. However, the authors suggest that the motivation to continue running tends to be more intrinsically located (cited in Breheny, 2002, p.43). Similarly, in observations and interviews with a heterogeneous sample of 20 recreational distance runners, Shipway et al (2013) found that most participants ran because it was enjoyable and exciting.

Despite the apparent importance of the paratelic state to running motivation, some authors have also alluded to the alloic state to explain running experiences. Frey (1993, p.163) has suggested that "runners often experience a sublime sense of friendship and fraternity" indicative of the alloic and sympathy states. Indeed, a collaborative autoethnographic study by Allen-Collinson (2008) illustrated how

friendship and 'knowledge of the other' were pivotal to running experiences between two training partners. In particular, the account of their running experiences stressed the need to judge and adjust running pace according to how the other running partner was feeling. The study concluded that detailed knowledge and perception of the 'other' was fundamental to the production of effective co-running experiences. Moreover, Austin (2007) has suggested that running provides the context for developing the perfect friendship. Similarly to the work of Allen-Collinson (2008), Austin asserts that running regularly with someone requires and develops qualities of "familiarity, trust, mutual good will, and mutual sacrifice" (2007, p.17).

In a study of the experiences and meanings given to running by 19 recreational runners in Plymouth, Cook et al (2015) identified 'escape' as a central motivation for participants to run. Although the authors did not attach this theme to any theoretical framework, the motivation to 'escape' can be interpreted through a negativist motivational orientation. The authors articulated the theme of 'escape' as a response in participants to "feelings of confinement or claustrophobia" (Cook et al, 2015, p.10).

The work of Reid (2007) has similarly identified the theme of 'escape' and the desire for freedom as a key motive for partaking in recreational running. Reid's descriptions of running suggest that in relation to the world of work in particular, running serves an important negativistic function. For Reid, running serves a universal function of taking one away from the social conventions of the working world and providing "an escape from the 'real world' of the herd" (2007, p. 119). In Reid's articulation of running experience, she cites the potential of running as an antidote to authority where the runner has the freedom and autonomy to follow a path of their choosing.

The assertions of Cook et al (2015) and Reid (2007) are supported by the earlier work of Moskovites (1984). He studied the history and motivation of individuals to take part in jogging during its popularisation in the United States. Moskovites suggested that part of jogging's appeal is its ability to produce feelings of freedom and individuality that can be difficult to come by in other spheres of life.

2.7. Summary of Literature Review

This review of literature has been made in order to outline the current level of knowledge and previously conducted research in relation to four key areas related to

this thesis: reversal theory, advertising, consumption, and running. This review has indicated that the study of running has received little scholarly attention in disciplines related to this thesis. Research concerned with either the psychological experience of running or consumer behaviour related to running, has been scarce. In relation to the three phases of consumption identified in this review, a lack of studies examining more than a single phase of consumption has also been highlighted. Thus, while this thesis does not claim to provide a comprehensive account of the entire consumption process, it offers a more holistic account than previously found in the literature. The methods that will be used and the methodological approach taken in order to examine these three phases of consumption shall next be discussed.

Chapter 3.0:   Methodology

3.1   The Research's Methodological Stance

Each of the three individual studies comprising this thesis contains detailed descriptions of the methods used to collect and analyse its data. Therefore, the primary purpose of this chapter is not to repeat this information but rather to provide a description of, and rationale for, the overall methodological stance of the research. This stance can fundamentally be understood as a mixed methods approach. Furthermore, this chapter will also seek to provide explanation of some of the elements of the overall research design that are fundamental to all three research studies, with justification for the choices made.

In making the statement as to the primary purpose of this chapter it is important to first articulate the difference between a research methodology and a research method. A methodology refers to a holistic model for conducting research (Wahyuni, 2012), whilst methods refers to particular steps or processes for collecting and analysing data, within that model (Jonker & Pennink, 2010). The methodology of a piece of research is based on a particular set of beliefs and assumptions comprising the research paradigm (Wahyuni, 2012). Whilst research paradigms are numerous and varied, they can be typically understood as operating along a continuum from positivism to interpretivism.

These major two research paradigms provide important reference points for the methodology of this thesis as the origins of mixed methods methodology are thought to lie in their fusion (Terrell, 2012). In a positivist paradigm the ontological assumptions or nature of reality are thought to be objective and tangibly measureable (Tadajewski, 2006). Alternatively, in an interpretivist paradigm reality is believed to be socially constructed, with the notion of a singular and objectively verifiable reality rejected.

In addition to their ontologies these two polarised research paradigms also contain contrasting epistemologies or views of how knowledge can be generated. Within a positivist research paradigm, knowledge is seen as deriving only from data based on observable phenomena, with analysis based on the identification of causality (Wahyuni, 2012). The alternative epistemology of the interpretivist paradigm is that knowledge implicitly contains subjective meaning and is context dependent (Tadajewski, 2006).

Whilst these two different research paradigms are generally assumed to be mutually exclusive, there are approaches to research such as that presented in this thesis, that assert this to not necessarily be the case. The recognition that positivist observable phenomena and interpretivist subjective meanings can co-exist within the same piece of research is characterised in the literature by a pragmatist research paradigm. Research anchored in a pragmatist paradigm comprises studies utilising positivist and interpretivist approaches at different stages of the research process (Tashakkori & Teddlie, 2008).

The rationale for research produced in the pragmatist paradigm stems from a willingness to use the research methods best able to answer the research question being pursued (Wahyuni, 2012). This approach is also articulated as "paradigm relativism" (Terrell, 2012, p. 258). Such research is based on the belief that combining qualitative and quantitative data provides a more complete account of social reality and that "research methods should be integrated…building on their complementary strengths" (Plano Clark & Ivankova, 2016, p. 4). Thus, the consequent marrying of positivist and interpretivist approaches found in pragmatism adopts a mixture of qualitative and quantitative research methods.

3.2   The Research's Mixed Methods Design

A range of different research designs for adopting a mixture of qualitative and quantitative methods have been outlined in the literature. There are two main issues researchers are faced with when designing mixed methods studies. Firstly, there is the process of how the decision to use mixed methods is arrived at and secondly there is the sequence in which the different methods are used.

3.2.2 Emergent Design

According to Creswell and Plano Clark (2007), the decision to adopt mixed methods is arrived at through either an emergent or fixed design process. In the fixed design process, the decision to employ mixed methods is pre-determined at the start of the research process. By contrast, in the emergent design process, the use of mixed methods arises as a result of the particular way the research evolves (Creswell & Plano Clark, 2007; Plano Clark & Ivankova, 2016).

With regards to the present research, the decision to use mixed methods occurred via an emergent design process. Originally, the research was conceived as a

wholly qualitative project but the findings and outcomes of the first research study caused this position to be re-considered. From the analysis made in study one of the present research, a number of hypotheses were formed about how viewers would respond to watching the three studied adverts. In order to test these hypotheses, a quantitative approach was deemed most appropriate. The process of hypothesis testing is based on a positivist perspective employed in quantitative research where the researcher aims to objectively collect evidence that either falsifies or supports the hypothesis (Jones, 2014).

This process embodies the description of emergent mixed methods design by Morse and Niehaus (2009), when a particular method or methodological perspective is found to be inadequate for answering a research question. It is also demonstrative of a further reason for the emergence of a mixed methods approach outlined by Creswell and Plano Clark (2007); the appearance of new research questions.

Multiphase Design

In contrast to the simple differentiation between fixed and emergent design, the variety of sequences and models for mixing qualitative and quantitative research is far greater. It is also worth noting that within the various models available to the researcher, a mixed methods design can be interpreted in one of two ways. It may comprise a single research study made up of a mixture of qualitative and quantitative methods or a sequence of interrelated studies in which some are qualitative and others are quantitative.

Creswell and Plano Clark (2007) outline six major designs for implementing mixed methods. Of the models they list, the description of multiphase or sandwich (Sandelowski, 2003) relates most closely to the model adopted in this thesis. In a multiphase approach, each separate research study builds on the findings of the previous study or studies with each study's findings contributing to an overall research objective (Creswell & Plano Clark, 2007). Such approaches have also been referred to as sequential mixed designs in which "at least two strands occur chronologically" where "the conclusions based on the results of the first strand lead to the formation of design components for the next strand" (Teddlie & Tashakkori, 2009, p. 153). Thus with regards to the research presented in this thesis, study 2 builds on the findings of study 1, and study 3 then builds on the findings of study two. The findings of each of the three

studies then contribute to the overall research objective of understanding the motivational representations and effects of the three studied adverts.

Creswell and Plano Clark (2007) cite a number of strengths that the multiphase mixed methods design provides. Of most relevance to the current research are two strengths that make the multiphase design particularly suitable for use in the context of a PhD research project. Creswell and Plano Clark (2007) suggest that multiphase designs provide a sound framework for conducting multiple years-worth of research; a pattern of research that typically occurs over the three-year period of PhD research. The multiphase design also allows the researcher to publish results from individual studies whilst also continuing to contribute to the overall objective of the research project; a common and desirable outcome of any PhD research project.

3.3   Relationship Between the Three Studies

The relationship between the three studies comprising this thesis can be further understood though the concept of exploratory and explanatory relationships (Creswell & Plano Clark, 2007) and sequential mixed design (Teddlie & Tashakkori, 2009). Typically, in a multiphase mixed methods design, a qualitative study is followed by a quantitative study, which is then followed by a mixed methods study (Creswell & Plano Clark, 2007). The difference with the model adopted in this thesis is that the third research study comprises a qualitative rather than mixed methods study. Graphical illustration of a multiphase design adopted in the current research is presented in figure 3.1.

Figure 3.1 - Multiphase Design of the Current Research: *adapted from Creswell & Plano Clark (2007)*
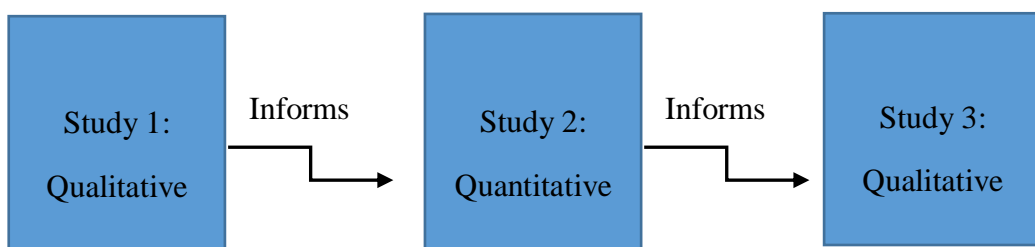
3.1.1. *Exploratory & Explanatory Relationships*

In an exploratory relationship, an initial study qualitatively explores a particular phenomenon of interest to the researcher. This first study may raise a number of questions which then builds to and may be answered by, a second, quantitative study. Such a relationship between studies is also understood by Teddlie & Tashakkori (2009, p. 153) as part of sequential mixed designs in which "the second strand of the study is conducted to either confirm or disconfirm inferences from the first strand".

This very much describes the relationship between the first and second studies of the present research. In the present research's first study, the phenomenon of running experiences presented in running brand advertisements is explored using the framework of reversal theory. The psychological states identified in the studied adverts using reversal theory are then used to generate questions and hypotheses about how viewers will respond to the three studied adverts. These questions are answered and hypotheses tested using quantitative data collected in the second research study.

In an explanatory relationship, a quantitative study is followed up with a qualitative study. This typically involves some of the findings from the quantitative study being investigated in greater depth using qualitative methods. Such an approach has been undertaken in the present research in relation to audience perception and interpretation of the three studied adverts. The qualitative method of interviews in study 3 is used to follow up some of the findings gleaned from the quantitative use of questionnaires in study 2. Specifically, this approach is used to provide possible explanations of why participants in study two did not respond to the three viewed adverts as was hypothesised in study one.

3.3.1 *Triangulation Relationship*

Further to the relationships explained above drawing on the concepts of Creswell and Plano Clark (2007) there also exists another type of relationship between the first and third studies of this thesis. The relationship between these two studies is based on the concept of triangulation. Triangulation is a method used for supporting the credibility of research findings (Wahyuni, 2012) and reducing some of the perceived limitations of qualitative research. The primary objectives for adopting triangulation is for researchers to address biases (Reichardt & Cook, 1979) and to enhance validity

(Greene et al, 1989) of study findings. These objectives can be met by triangulation in two ways: data triangulation and evaluator triangulation (Patton, 2002).

In the research presented here, both forms of triangulation have been utilised in order to triangulate the results from the first and third research studies. The main limitation of the analysis of the three studied adverts in study one is that they are the product of a single interpretation. This is addressed via a series of interviews in study three in order to gain a plurality of interpretations. In the third study the same three adverts were shown to a sample of ten knowledgeable and experienced runners in order to validate (and potentially falsify) the analysis made by the researcher in study one. In doing so, participants in the interviews of study 3 have performed the role of evaluator triangulation, and the data produced via the interviews has resulted in data triangulation.

The triangulation of data and evaluator interpretation allows the findings of the two research studies to be synthesized. This has enabled the research to make a more in depth and robust interpretation of the three studied adverts. Furthermore, the triangulated relationship between the first and second research studies ensures that each research study shares a clear relationship with each of the other two studies comprising the research. This allows the overall findings of the research to be discussed in a more synthesized manner.

Figure 3.2 - Diagram to Illustrate Triangulation between Research Study 1 & Study 3
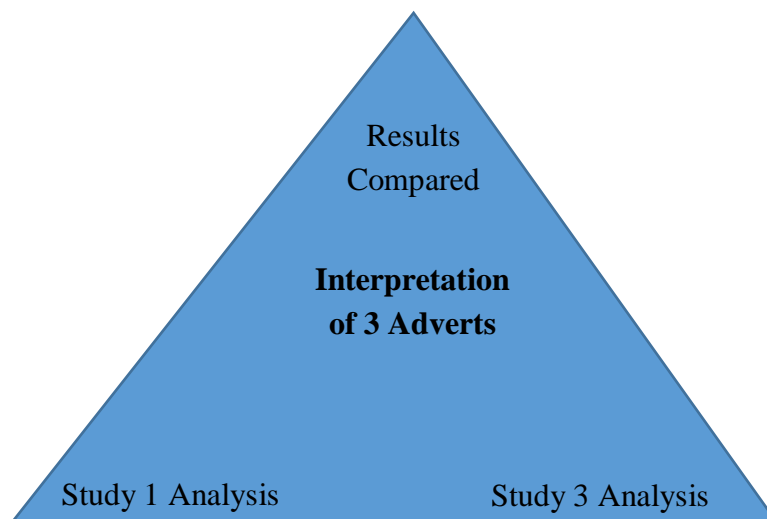
3.2 Rationale for the Mixed Method Approach Outlined

The rationale for adopting a mixed methods approach in the current study stems primarily from its emergent design. That is to say, the effect that findings of the first research study subsequently had on the research's investigative direction. However, it also stems from the topic of investigation and theoretical foundations of the research, two factors outlined by Creswell & Plano Clark (2007) as vital considerations when evaluating the suitability of mixed methods.

3.2.1 Rationale Based on Topic of Study

When considering the topic of investigation in each of the current research's studies, commonalities between the first and third studies can be identified that do not exist with the second study. Although examining different phases of consumption, what unifies study one and three is that they are both examinations of experiences. Study one makes examination of running experiences presented through advertising, whilst study three makes examination of running experiences described by consumers. In contrast, study two is concerned with the measurement of consumers' immediate psychological and emotional responses to advertising.

So it follows, the methodological assertion of this thesis is that different methods are required in order to examine these different topics of study. The topic of investigation in the first and third research studies requires the use of qualitative methods in which an interpretive perspective is adopted in order to understand the experiences being examined. By contrast, the topic of investigation in study two requires the use of quantitative methods where hypotheses can be tested through measurement of immediate psychological and emotional responses to experimental stimuli.

3.2.2 Rationale based on Research's Theoretical Foundations

Although not the exclusive theoretical framework applied in the present research, reversal theory can be understood as very much the primary one. Reversal Theory is defined as a structural phenomenology, meaning that its central concern is with the way experience is structured (Apter, 2007). This suggests that reversal theory is well suited to the qualitative study of experiences as outlined in study one and study three of the present research. Through its conceptualisation of eight metamotivational

states, reversal theory provides a framework for interpreting the structure of any given experience.

However, another key feature of reversal theory is its dynamic account of motivation, conceptualised through reversals between pairs of states across four metamotivational domains. This suggests that reversal theory is also suited to the quantitative measurement of instantaneous changes in pre-defined states, as examined in the present research's second study. Through its conceptualisation of reversals in metamotivational state, reversal theory provides a clearly defined psychological mechanism able to be tested through quantitative measurement. Collecting such quantitative data using the newly developed RTSM also presents an important opportunity for the research to enhance its original contribution to knowledge. As such, adopting a quantitative approach using the RTSM allowed the present research's second study to capture important empirical evidence for development of reversal theory.

3.3   The Materials used in the Research

The aim of this chapter has been to describe the core methodological features of the present research that are common to each of the three research studies. This has been articulated primarily in relation to the philosophical perspective of pragmatism and the multiphase mixed methods design of the research. However, a further methodological feature of the research common to all studies concerns the materials used and subjected to investigation: the three running brand commercials. Therefore, this chapter also presents the rationale for selecting the three adverts studied, and a detailed description of each advert. It must be recognised that any descriptive process constitutes a form of interpretation. As such, the act of describing the three studied adverts can also be understood as the first phase in the interpretive analysis presented in the next chapter.

3.3.1   Rationale for the Materials used in the Research

In addition to the mixture of qualitative and quantitative methods, an equally fundamental element of the research's design is its choice of materials subjected to examination across the three studies. Therefore, it is important to conclude discussion of the research's methodology by articulating the rationale for the choice of advertisements used across the three studies. As a piece of research funded by ASICS, it must be made

transparent that examination of some of the funder's advertising was very much a pre-requisite once advert analysis was decided upon.

As a sports performance brand specializing in footwear and apparel in several sports including running, tennis, rugby, netball, hockey and football (see www.asics.co.uk) the ASICS brand is represented in numerous forms. Despite the brand first entering into manufacturing through basketball shoes (ASICS, 2016) however, the primary representation of ASICS and position in the sportswear market is as a running brand. This position is evident in the volume of running based products sold by the brand in comparison to other sports/activities as well as accolades such as being awarded "Best overall brand in inaugural running fitness awards" (ASICS, 2013). Coupled with the popularity and accessibility of running (as outlined in the introductory chapter) the decision to make running the main focus of the research was made. It was anticipated the decision to give the research this focus would enhance both the opportunities to recruit research participants and the potential impact (both academic and commercial) of the overall research project.

Once this focus had been decided, the objective of the research was to then identify which brands in addition to ASICS would make for the most effective comparative study of advertising; the overall objective being to compare representations of running made by different brands. The decision to use the advertising of Mizuno and Saucony was based on two key factors. Firstly, within the UK running market both Mizuno and Saucony occupy prominent positions. Both brands are among the seven most stocked brands in UK running shoe stores; the others being Nike, Adidas, New Balance, and Brooks (Sports Marketing Surveys Inc, 2015).

It should be noted that Nike and Adidas represent the two biggest brands on this list and were of interest to the researcher for inclusion in the research undertaken. However, informal discussions with the research's sponsor indicated that ASICS do not view Nike and Adidas as direct competitors and so their inclusion in the research would have been of little commercial interest to the sponsor. This perspective offered by the research's sponsor can be understood in relation to the longstanding recognition that Nike and Adidas are the world's two biggest sports brands (Ozanian, 2016; Parker, 2015) Additionally, both brands are heavily positioned as fashion as well as multi-sports brands (Partridge, 2015), reducing their running-specific positioning.

A second criterion for inclusion in the study and of equal importance to the market position of the brands under consideration, was the content of their advertising. At the time of the research's conception, ASICS' *Better Your Best* advertisement had been recently airing on UK TV during the 2012 Olympic Games. Therefore, it was decided that the *Better Your Best* advertisement due to its contemporary nature and running specific focus, should be used as the ASICS material in the research project. The next objective in this process was to then find advertising material from the identified rival brands. The material needed to be relatively contemporary and share a similar running specific focus and duration to that in ASICS' *Better Your Best* advert.

A preliminary search of running brand advertising produced by New Balance, Brooks, Saucony, and Mizuno was made using video hosting databases (primarily each brands 'channel' on youtube.com). Of the advertisement videos found, material that was most closely matched to the criteria exhibited in the ASICS Better your Best advert was identified in the videos of Mizuno and Saucony. The two advertisement videos identified, Mizuno's *The Moment,* and Saucony's *Find Your Strong*, both featured images and narrative based almost exclusively on running, with characters in both videos depicted in a variety of running scenes. Both videos were also almost identical to the ASICS *Better Your Best* advert in their duration of approximately one minute.

Whilst consistency of duration was an important consideration, the research design also had to consider the empirical value of material so relatively short in duration. Such considerations were made primarily on the capacity of such short videos to potentially produce reversals in metamotivational state. As discussed in the previous chapter, consultation of the reversal theory literature reveals that reversals may be triggered over prolonged periods of time through the process of satiation and to a lesser extent, frustration (Apter, 1982). However, the literature also reveals that reversals may occur relatively instantaneously through contingent or environmental factors (Apter, 2007). Thus, the use of a one-minute-long video to empirically affect changes in metamotivational state can be considered a theoretically valid approach.

Once the three advertisement videos were identified, they were downloaded and stored on the researcher's personal computer in order to maintain access to the material for the full duration of the research project. Each of the three videos was then utilized as outlined in each of the three chapters that follow, describing the three studies that comprise this PhD research project. Utilisation of the three selected videos was also

based on the perception that they were each designed to convey a particular story or narrative as opposed to simply comprising a series of loosely connected scenes.

3.3.2 *Researcher Reflexivity and Rationale Behind the Topic of Study*

In justifying the approach taken in the current research, it is important to articulate the rationale behind the specific methodological features of the study such as the choice of design and materials. However, it is also important to recognise the wider rationale for conducting the research and for the researcher to be reflexive in his appraisal of this. Reflexivity can be understood as a process whereby the researcher considers the effect that their own experiences and personal characteristics have had on the research (Brackenridge, 1999, cited by Jones 2015, p. 108). A reflexive account of the present research must consider the effect of the researcher's background and characteristics from inception through to data collection, analysis and conclusion.

The inception of the present research can be understood as a product of the researcher's background in sport; academically, professionally and recreationally. The initial proposal for the first research study was primarily a product of the researcher's academic background and interest in the sociology and culture of sport, where discourse analysis of Nike advertising had previously been undertaken. The researcher's interest in running stems largely from his identity as a recreational runner throughout adulthood, and a desire to better understand the myriad experiences this has comprised. The central role of reversal theory in the current research is a product of the psychological component necessitated by key stakeholders in the undertaking of this PhD. Reversal theory was introduced to the researcher thorough two members of his supervisory team and emerged as a viable theoretical tool for unpacking the experiences contained within the three studied adverts.

So it follows, these circumstances surrounding the current research have heavily informed the direction it has taken. This is most evident in the design and interpretive analysis of the first research study. The recognition being that a researcher with an alternative background and less personal experience of running may have conceived the study, or at the very least interpreted the study's data, very differently. However, the emergence of reversal theory must equally be acknowledged as a product of the circumstances surrounding the current research. Were reversal theory not have been presented as a potential theoretical framework for application, or had the researcher

carried a stronger portfolio of academic psychology, the analysis undertaken could have produced very different results.

3.3.3   Description of Advert One (ASICS)

Visual

The advert begins by depicting a young looking woman (perhaps early to mid-twenties) having just stepped outside of what we presume to be her house. The light of the surrounding houses and street lamps tell us it is still, although not completely, dark. The young woman in question looks about to go for a run as she bends over to tie up her shoelaces, this being the first opportunity to see that she is wearing ASICS running shoes. As she does so, a hooded figure suddenly appears, running straight past her. The young woman takes a brief look up at the figure and then starts running, appearing to give chase to the hooded figure.

As the scene transitions from the shot of the young woman tying her shoe laces to that of her running, it is notable that her clothing has changed. She now wears a bright yellow vest in place of the pale pink one she is originally pictured in. However, it soon becomes apparent that this is no continuity error as we watch her continue to chase the mystery hooded figure. As the scene shifts from running through an empty park to running along a road full of other runners, the young woman's clothing has changed again.

The focus of the advert continues to be on the young woman's pursuit of the hooded runner, the scenery continuing to change throughout. Changes in weather conditions in addition to those in running attire and environment suggest that the pursuit we are watching is something that occurs across an extended period of time. What we may be watching rather than a single event then, is a montage of numerous separate occasions in which the young woman has gone running after the hooded figure in question. Whilst this emphasizes the determination of the main character to achieve the goal of bettering her best, it could also be added that it serves as a clever mechanism for marketing ASICS' range of running apparel.

As the advert continues, several challenges face the young woman who we can now clearly establish as the narrative's central character. She has to weave in and out of other runners, climb steps and even once falls to the ground as she pursues but fails to gain on, the hooded runner. However, as each scene unfolds what becomes increasingly

evident is the level of determination carried by the central character. This is most vividly portrayed when the camera zooms in on her face as she runs past fields containing first electrical pylons, and then galloping horses. The steely, fixed stare in her eyes presents an image of intense focus and concentration, depicting an almost zombie-like state.

Then as the advert nears its end, two significant changes take place. Firstly, the look on the central character's face slightly softens as for the first time she appears to be gaining on the hooded runner, starting to look confident of finally winning the chase. Secondly, with fifteen seconds left of the advert, the camera finally reveals the face of the hooded runner. Instantly it becomes obvious that the hooded figure is in fact no other than a replica or 'double' of the main character. This revelation leads to the sudden realisation that the hooded runner is the physical embodiment of the main character's best performance. She is the best to be bettered in the advert's narrative.

The conclusion of this narrative presents a brief moment of satisfaction on the face of the main character, as at long last she is able to catch and overtake the hooded runner. However, this moment of triumph is a short-lived one. No sooner has the main character slowed down and checked her watch to assess how fast she has run, she is then met with another runner. The familiar position of this newly appeared runner, bent over, tying the laces of her ASICS running shoes, takes us back to the opening scene of the advert. A single flick up of her hood later, and the main character is transformed into the hooded runner, the new runner tying her shoelaces, about to give chase. The viewer has been taken on a full three-hundred-and-sixty degrees back to the very start of the advert, left to wonder how this new chase will play out as the advert ends.

Linguistic

The linguistic content of the advert is short to the point of almost being non-existent. However, this means the effect of the communicated linguistic content carries more weight, with the message simple and clear; "Better your Best, ASICS". These words carry a transparent linguistic communication of a goal and performance-centred narrative in which the viewer is invited to make the association between the ASICS brand and the goal of improving your performance.

There is also some further linguistic content positioned on screen but without narration as the advert ends. Text reading "Get your personalised training plan at

myasics.com" is placed to the viewer's right hand side of the screen. The writing is smaller in size than the preceding 'Better your best' text. This message offers the viewer another way to engage with the brand (in addition to buying ASICS running shoes or apparel) and the use of the word 'personalised' reinforces the individual and personal specificity of performance the advert is trying to convey.

Audio

In the opening seven seconds of the advert only the tweeting of the dawn birds and the footsteps and breathing of the main character can be heard. Then suddenly the mood of the advert is transformed as the music (produced by music and entertainment company 'soundtree') kicks in. Rather than a gentle build up, the intention here is an attention grabbing one. The music instantly lifts the energy of the advert as the fast-paced broken drumbeat charges into action, with all the impact of a starter's pistol.

The high tempo drumbeat is soon coupled with an electric guitar as the texture and urgency of the music builds with the unfolding drama of the visual narrative. There is no room for ambiguity here, the message being communicated here is about pushing your limits and not holding anything back. The music then, seeks to embody the ideal of harnessing the energy and determination to 'better your best', providing powerful support to the linguistic communication of the advert.

3.3.4. Description of Advert Two (Mizuno)
Visual

As the advert begins, the viewer is greeted with a black screen containing the Mizuno logo and the message *expect more* in bold white lettering. As this fades out of sight, the screen becomes filled with the image of a solitary runner, jogging along the seafront under a dramatic sky in which the sun is either rising or setting. The viewer is then greeted with another scene in which the same runner and backdrop can be seen but at closer proximity. At this point it becomes clear that the runner is female, dressed in a dark pink t-shirt and black shorts. The extra light in the sky suggests that we have witnessed sunrise rather than sunset and that it is dawn. Although the viewer can now plainly decipher the appearance of the female runner, the image is still dominated by the background as it was on the opening shot. This time rather than the dramatic sky, it is the rolling ocean waves that most grab the viewer's attention as they gently break toward the promenade the female runner is moving along.

The next scene presents an entirely new setting in which the viewer is met with a close up shot of some sun kissed branches and leaves. The figure of a runner can also be seen from behind, jogging along a path behind the depicted branches and leaves. This runner is dressed in a turquoise t-shirt and black shorts and is male. What appears to be the same figure is again shown on the following scene, in which all the viewer can see is the reflection of a runner in water that appears to be a lake or river of some kind. As with the opening two scenes, these two scenes are also very much dominated by the natural backdrops rather than the runner moving through them.

The next scene in the advert changes to another completely new setting, with another female figure jogging across the screen. The attire of the runner suggests that it is the same runner as that featuring in the first two scenes of the advert but we cannot be certain. The backdrop this time comprises a multi-storey concrete encased building with the sunlight again a prominent feature as it reflects off the windows and casts a long shadow of the runner. As with all the scenes up to this point, the pace of the runner is moderate and the movements, gentle.

This relaxed and gentle pace continues throughout the subsequent scenes as the setting shifts from the multi-storey building to a narrow indoor corridor with metal railings either side. Another male runner this time moves slowly away from the camera. The attire this time suggests that this is a different male runner than that featuring in the earlier scenes, but again we can't be certain. Despite being inside, we can still detect thin rays of sunlight from outdoors sneaking through the metal railing. This scene is quickly followed by an even more brief scene in which we momentarily catch a glance of the reflection of another runner going past a building, only the lower part of their legs and feet along with their shadow being visible.

The following scene then reunites the viewer with more natural environment again, as a male runner who looks to be the same as that featured in the third and fourth scenes enters the picture. Flanked by a grassy bank to his left and a stone wall to his right, with neat rows of trees to both the fore and background, the male runner is depicted ascending a series of stone steps. Like previous scenes, the setting is bathed in sunlight. This is swiftly followed by further scene in which another male runner (this time appearing to be the same runner as that in scene six) can be seen from behind jogging underneath what appears to be the structure of either a building or road.

Although grassy lawns and some trees flank him, the visibility of some graffiti on the side of the wall gives the scene a more urban and less natural feel.

This more urban tone is continued into the next scene in which what appears to be the same male runner as in scenes three, four and eight is pictured jogging across a large white metal bridge. This scene is fore grounded by the leaves of a tree that reflect the sunlight and blow gently in the wind. However, the same scene is then shown from a different angle in which only the silhouette of the male runner can be seen. We are though, able to make out the detail of the street lamps and a litter bin that flank the bridge he runs across, giving the scene a more urban feel than it carried when the gently swaying tree was visible. A brief scene depicting a close up of a pink flowering plant in which the outline of the same male runner can still be seen moving out of shot then follows.

It is at this point in the advert (halfway into the one minute and two second segment) that the visual narrative shifts. Suddenly the viewer is met with a forceful close-up of a runner's feet as they pound into the concrete with a seeming injection of pace. This is quickly followed by a succession of scenes in which the previously featured runners are seen moving through a variety of backdrops but at what seems like a faster pace than earlier in the advert. Two of the runners can be seen ascending stairs, signalling an increase in effort, whilst the increase in tempo is again reinforced through more close up shots of the runners' legs pounding concrete paths.

The narrative continues to follow the three recognisable runners that feature in the advert on what we assume to be a continuation of the runs they have previously been depicted in. The first male character is seen running through a tree filled park. The female runner can be seen running along a decking path flanked by a large glass building and sand either side of the decking. The second male runner is pictured running alongside the overhead power cables of a train line as a train passes in the opposite direction. More close ups follow, this time of the first two featured runners, as the camera trails them from behind and their heels flick up in front of the camera lens. A further shot of one of the runner's climbing more stairs then follows, continuing the push towards the finale of the advert.

Then with just under fifteen seconds of the advert remaining, the action settles again as the camera trails the female runner with whom the advert started. The course of her run continues to hug the seafront as she passes smooth sandy beaches and further

gentle rolling waves, the camera zooming in for a close up on the tide caressing the smooth beach. As the runner moves along a decked wooden path that appears to take her towards the sea, she begins to fade out of sight and the tranquil beach scene fades into the black background of the adverts' opening. This time however, a series of new messages greets the viewer to conclude the advert: *Run for the moment, accelerate the moment, defy the moment, own the moment*, all flash up in white lettering. The Mizuno logo and the same message of *expect more* that the advert began with followed by *mizuno.com* fill the screen as the advert ends.

Linguistic

The linguistic content in the advert comprises a combination of the written messages presented on screen to the viewer both at the beginning and end of the advert and the narrated words that follow the action throughout the advert. Since the preceding visual description of the advert has already conveyed the written linguistic content in the advert, this description will instead focus on the narrated linguistic content instead.

As the third scene in the advert begins, it is overlaid with a male narration of "Snaking through trees…Flying over rivers…Heart thumping, arms flowing, legs pumping, feet gliding…Sweating tears…Forgetting fears...Discovering beauty…Chasing dreams". The contemplative and poetic form of this narration appears well matched to the gentle paced and natural beauty of the scenes in the advert up until this point. Then as the visual narrative in the advert increases in tempo, the narration fades away for a few seconds before returning in far more upbeat and concise form: "Willing…Thrilling…The spirit inside coursing through me…taking me, to the edge".

Audio

As the advert begins, so too does the musical soundtrack, which gently greets the ears of the viewer with some sombre sounding chords underlain by some delicate piano keys. The soft and reflective tone of the music perfectly matches the opening scenes of the advert that are dominated by natural beauty and the gentle, relaxed movements of the runners. As the advert develops, the piano notes become more prominent and some chord changes can be discerned in the drawn out strings that play alongside it. This delicate opening to the audio narrative of the advert continues for the first half of the advert but then takes a dramatic turn, reflecting the change in the pace of the visual narrative.

As the pace of the action appears to speed up around the thirty-one second mark, a broken drumbeat begins working to lift the mood and tempo of the music. This is coupled with more chord changes in the string section of the soundtrack which this time have the effect of shifting the tone from sombre and reflective to a more upbeat and positive mood. A short break for some solo piano keys can be heard around the forty-three second mark but the drumbeat and the powerful string chords soon return carrying the narrative to its climax. As the advert reaches its conclusion, the drumbeat and piano keys disappear and a single string chord is held, allowing the sound to slowly fade out as the advert finishes.

3.3.5. *Description of Advert Three (Saucony)*
Visual

The advert opens with a slightly blurred close-up shot of a man in a Saucony vest jumping up and down. He is framed by a dramatic looking pink and yellow sky, suggesting that the sun is either setting or rising. After a few seconds, the advert shifts to a shot of a second man, the scene even more striking. The man cuts a striking figure, standing hands on hips, white skinned, with long dark hair beyond shoulder length. He is topless and is framed by a dramatic mountainous landscape and imposing skyline, again suggesting either sunrise or sunset. As the scene plays, the man hunched forward with hands still on hips and it is clear that he is breathing heavily.

The advert continues with a further scene comprising a group of five men, two of them black skinned and three white, all showing similar signs of exertion, either hunched forward hands on hips or head back, hands on head. The sun shines brightly at the camera, suggesting it is sitting low in the sky. The same pattern continues into the next scene, which presents a close-up shot of a white skinned female athlete this time who is also visibly exerted and breathing heavily. Again the sunlight is prominent in the camera shot as it glistens on the foliage behind her.

As the advert moves into its fifth scene, the pattern of the visual narrative begins to change. A male athlete is seen crouching down at a set of starting blocks on a synthetic athletics track. He appears to be the same man who appears in the opening scene, dressed in a Lycra athletics vest and shorts, a close up shot of his fingers revealing him to be black skinned. The sun is again set low in the sky, shining brightly in between the peaks of a mountainous horizon, confirming that it is either dusk or

dawn. The crouched position the runner is depicted also carries a suggestion of being in prayer, as the athlete is positioned on his knees, head bowed.

The following scene returns to another close-up shot of the same woman depicted in scene four. This time she does not look out of breath and instead carries the hint of a smile in her facial expressions. The blurred outline of a second woman wearing a bandana on her head can also be seen in the scene. She too appears to be dressed in athletic running clothing and can be seen standing with her hands on her hips. It is evident there is a wind or breeze present in the scene, as the hair of the fore grounded female athlete visibly blows. This scene passes quickly as the visual narrative of the advert develops.

The following scene shows the reappearance of the longhaired man from the second scene. This time he is depicted crouched down in what appears to be a shallow lake or natural water pool of some kind. The camera zooms in on a close up of him splashing water on his face and running his hands through his hair. The pool of water he sits in is framed by green hilly landscape. The scene then moves onto a close up of one of the men from the third scene in the advert. The man has black skin and wears a baseball cap back to front on his head. As with many of the previous scenes, again the sunlight is prominent and can be seen shining brightly across the camera.

The following scene returns once more to the longhaired male runner featuring in two of the previous scenes. The camera presents a close up shot of the man's face and shoulders, as he appears crouched over with a serious and contemplative look in his eyes. Again the dramatic background to the scene of a yellow tinged sky and mountainous landscape is noticeable. The scene then quickly changes to focus on another of the already featured characters in the advert, the male athlete from the opening and athletic track scenes. In this scene he is still positioned in the starting blocks on the track but the camera provides a far closer shot of first the athlete's face and then his feet. In keeping with the previous scene, the athlete has a very serious look on his face, with his eyes looking downward in a determined and focused manner. The close-up shot of his feet makes clearly visible the Saucony running spikes he is wearing. Again the glare of the lowly positioned sun is prominent throughout the scene.

As the same scene continues in the advert, the camera moves further away from the athlete to present a shot of him in the 'set' position in the blocks, ready to it would seem, sprint off. This proves to be the case as in a flash the athlete is seen exploding

from the blocks and darting across the screen before disappearing out of shot. This scene appears to provide a pivotal moment in the visual narrative of the advert, as the scenes that follow depict the previously featured characters in more dynamic shots, all captured in the motion of running.

The first of these scenes returns to the black skinned man in a baseball cap from a previous scene, as he is seen from behind in what appears to be the motion of sprinting on the spot. The camera then quickly moves onto a scene featuring the two female runners from a previous scene in which they can be seen involved in an uphill trail run. The camera first shows the two women from in front before then switching to a shot of them from behind, making their way up through a mountainous landscape. The Saucony logo can be seen on the running vests of one of the women, and what appears to be the sea is also visible in the dramatic background to the scene.

This scene is followed by another scene featuring the longhaired male runner from earlier in the advert. He is viewed from directly in front and can be seen running uphill along a tarmac road. He has a strong and determined look upon his face, and the impression is given to the viewer that he is exerting himself to a high level. The road he runs along is flanked by grassy hills, and then as the camera angle changes to a sideways shot, it reveals the ocean in the background, the sun reflecting brightly off it. The angle of the camera then changes again to provide a close up shot of the man's feet, his Saucony running shoes clearly visible. The camera then slowly pans up his body, showing a shot of first his legs, then his naked torso and finally his face. The viewer appears to be watching the movement of the man running in slow motion at this point in the scene.

The next scene in the advert returns to the track athlete from previous scenes. Following on from the last scene he featured in, he can now be seen sprinting in full flight. For the majority of the scene the camera focuses on the athlete's torso, his arms pumping vigorously and then towards the end of the scene his face can be seen, cheeks puffed out in exertion. Again the glare of bright sunlight shines brightly onto the camera as the scene plays out.

The advert continues to move at pace from scene to scene as more shots of athletes in action follow. The next scene starts with a shot at ground level of the feet of six men who have just set off in a group sprint, moving away from the camera across what looks like a synthetic pitch of some kind. Although it is not immediately clear to

the viewer, close inspection reveals the men to be part of the same group of men featured in the third scene in the advert. The implication being that they are involved in a training session for a sports team. The glare of the sun is again highly visible on the camera lens in the scene. Next up, the narrative returns to the two female trail runners, with the camera trailing them from behind as they continue to run up hill towards the summit of some mountainous landscape. The scene is a brief one, although it appears that the two runners may be engaged in a race with each other as one of the women glances over her shoulder.

As the action continues, the scene switched back to the track athlete who continues to be depicted in the full flight of a sprint, although now he can be seen bounding over a hurdle. The implication here is that we are witnessing a sprint hurdler in training and as with previous scenes the sun is clearly present, shining on the athlete's back as he moves across the screen. After a couple of seconds the scene again shifts, returning to the longhaired male runner who can be seen continuing his uphill road run. Although it is clear that he is working hard, his expression also suggests that he is in control of what he doing and is not experiencing physical pain or struggle.

The next scene in the advert appears to signal another break in narrative, as the final three scenes seem to portray the featured athletes experiencing a sense of accomplishment in their different sporting tasks. The group of young men training together can now be seen jumping up and down, smiling, shouting and arms waving about as if in celebration. The two female runners are then pictured approaching the summit of the mountain they have been running up, the camera continuing to trail them from behind. Finally, the last scene in the advert returns to the longhaired male runner who is pictured continuing his uphill road run. The camera zooms in for a close-up shot of his face, the expression upon which communicates a steely determination combined with a confidence in his ability to keep on going. The latter assertion supported by the final shot in the scene in which the camera turns to show the runner from behind; with the winding uphill road he travels stretching out into the distance. As the advert finishes the words *find your strong* and *Saucony* are flashed up on screen in thick white lettering.

Linguistic

The linguistic content of the advert begins during the opening scene in which a deep and gruff male North American voice asks the viewer *"What is strong"?* As the

third and fourth scenes in the advert play out, the same narrative voice then asks, *"Is it muscle, or something more"?* As the advert continues, another question follows from the male narrator of the advert, *"Is it measured in miles, or milliseconds"?* The pattern of the linguistic narrative continues, as the narrator then asks *"Is it your best time, or your worst day"?* An additional feature of this linguistic narrative is that a softer female North American sounding voice can also be heard, repeating some of the narration.

Then, as the advert approaches the halfway point, the narrator attempts to answer his own question by posing another, *"Maybe strong is what you have left when you've used up all your weak"?* It is immediately after this question that the advert shifts up in the intensity and energy of its visual narrative as all the featured runners and athletes are depicted bursting into action. The second half of the advert is devoid of any further spoken narration but the linguistic content returns as the advert finishes by making the simple statement to the viewer of *FIND YOUR STRONG.* Although no spoken tone can be evident, the use of capital letters is perhaps made to punctuate the power of the message. The final piece of linguistic content in the advert comes in the form of the brand name Saucony and accompanying logo being flashed across the screen. Saucony.com/strong is also visible in smaller letters to the viewer's bottom right hand corner of the screen.

Audio

The audio content of the advert begins with a strummed guitar note as the opening scene commences. A variation of this note is then played repeatedly and joined by a quick, sinister sounding drum roll that is played twice in succession before disappearing for around five seconds and then again repeated. There are also some additional electronic sounding chord notes that join the guitar and drum roll in the opening section of the advert's soundtrack. The pattern of the guitar and electronic chords combined with the intermittent drum roll continues for the first half of the advert. These elements combining to create a sense of tension, suggesting to the viewer that something is about to happen.

The tension in the narrative of the advert is then released as the visual narrative bursts into action, the audio narrative following suit. As the visual action begins so too does a more consistent rather than intermittent drum beat, giving the sensation of an increase in the tempo of the music. The other musical elements in the advert soundtrack remain largely the same at this point of transition, but it is the addition of the consistent

slightly broken drumbeat that transforms the audio narrative. As the soundtrack continues, some chord changes are then followed by the addition of a vague and haunting female vocal, singing notes rather than any discernible words. These additional elements that emerge in the soundtrack work to provide an uplifting tone as the advert comes to culmination through the sense of achievement communicated in the final parts of its visual narrative.

3.4   Summary of the Research Methodology's Constituent Parts

This chapter has sought to articulate the present research's paradigmatic stance, overall design, relatedness of studies, and supporting rationale. In order to better understand the role of each of these methodological dimensions, the chapter concludes with detailed summary of the procedures involved in each of the three research studies. This information is presented in table 3.1 and is based on the recommendations specified by Creswell & Plano Clark (2007) for presenting and evaluating mixed methods research.

Table 3.1 Constituent Parts of the Present Research's Methodology

Component	Study 1	Study 2	Study 3
Topic of study	Experiences presented in adverts	Viewers immediate psychological & emotional responses to adverts	Runners description of their running experiences
Philosophical foundations	Pragmatism		
Theoretical foundations	Reversal Theory Flow Theory	Reversal Theory	Reversal Theory
Research Purpose	Interpret running experiences in 3 adverts through reversal theory	Measure viewers metamotivational & emotional responses to 3 adverts	Understand experiences of ultra-runners interpreted through RT Triangulate RT interpretations of 3 ads made in study 1
Sample	3 adverts	N = 500	10 UK ultra-runners
Data Collection	Internet search for suitable adverts (3 chosen adverts downloaded)	Pen & pencil questionnaire containing RTSM & PANAS measures	One-to-one semi-structured interviews
Data Analysis	Thematic analysis following method outlined in PTA & IPA	Descriptive statistics Univariate analysis	Thematic analysis following IPA method

		Multivariate analysis Correlation analysis Regression analysis	

Mixed Methods Features	
Reason for mixing methods	Need qualitative methods to interpret running experiences presented in three studied adverts and described by participants Need quantitative methods to test hypotheses about viewers' psychological and emotional responses to three adverts.
Priority of strands	2/3 Qualitative, 1/3 Quantitative
Timing of the strands	Sequential: Qualitative-Quantitative-Qualitative
Mixing of the strands	Use qualitative strand (1) to explore representations of running in 3 ads Use quantitative strand (2) to test hypotheses about effects of 3 adverts generated in study 1. Use qualitative strand (3) to explain responses to adverts in study 1.
Notation	QUAL+ QUANT + QUAL = Understanding of running experiences through three phases of consumption

Abbreviations	*RT = Reversal Theory*
	IPA = Interpretive Phenomenological Analysis
	PTA = Polytextual Thematic Analysis
	RTSM = Reversal Theory State Measure
	PANAS = Positive And Negative Affect Schedule

Chapter 4.0: Examining the Representation of Metamotivational & Optimal Experiences in the Adverts of Three Leading Running Brands

4.1. Study Abstract

This study draws on the methods of Interpretive Phenomenological Analysis (IPA) and Polytextual Thematic Analysis (PTA) to systematically analyse the content of three experiential running adverts. The analysis is made in relation to the theoretical frameworks of reversal theory and flow theory, which are used to explain the running experiences presented. The outcome of the analysis is that the three studied adverts can be understood to present experiences that differ in their underlying motivations but share an optimal quality. The study provides a novel method for content analysing experiential advertising for both academics and advertising practitioners. Application of reversal theory serves as a way for marketing managers to audit the psychodiversity of their advertisements and better understand the experiences they are communicating to their audiences.

4.2. Introduction & Aims

4.2.1. Study Aims

In order for academics to better understand mechanics of advertising and marketing managers to better understand what their adverts are communicating, new forms of experiential advert analysis are needed. The problem posed here is particularly relevant to crowded markets where the offering of brands in informational terms is highly similar. Rather than aggressively compete for consumers through the marketing of subtle product nuances, brands will often differentiate themselves through experiential advertising. This is a state of affairs reflected in the running shoe market, particularly in the commercials of the ASICS, Saucony and Mizuno running brands when the current study was conceived.

Running shoes typically offer the same benefits to wearers of increased cushioning and stability and ultimately a reduction in the risk of injury. Whilst brands such as those under examination in this study have their own patented cushioning and stability systems, they are designed with the same goal in mind. However, the way running brands choose to project themselves through experiential advertising carries a far greater potential for distinguishing themselves from their market competitors.

Therefore, the specific running experiences communicated through experiential advertising carry significant potential to connect the consumer with the brand and encourage purchasing behaviour.

The present study contends that the development of analytical methods for understanding the psychological dimensions of advertising offers a way for brands to better evaluate their experiential offering. Specifically, this study will draw on the framework of reversal theory in the analysis of experiential advertising from three leading running brand campaigns: ASICS, *Better Your Best*; Mizuno, *The Moment;* and Saucony, *Find Your Strong*. The analysis presented in this study will provide a way for brands to audit the psychological dimensions of their experiential advertising. The analysis will also contribute to developing knowledge of the experiential satisfactions offered by running brands.

The rationale for adopting the primary theoretical framework of reversal theory in the study has been outlined in chapter two, however there exists room for further articulation of this rationale. By virtue of its recognition that human behaviour and motivation is varied and inconsistent, reversal theory allows the present study to potentially identify a broad range of psychological experiences; constraining the analysis less than other perspectives. Moreover, through its theorisation of opposing metamotivational states, reversal theory provides a framework for outlining what a healthy balance of psychological experience should look like; understood through the concept of psychodiversity. Applied to advertising, reversal theory provides a unique resource for marketing managers to draw on a diversity of psychological states that can be represented in their marketing communications. In addition to these points, preliminary viewing of a range of experiential running advertising indicated reversal theory to be highly relevant to the experiential content.

4.2.2. *Study Research Questions*

The main objectives of the study can be detailed through the following two research questions:

1. What types of running experiences are presented in the three studied adverts?

2. What types of satisfactions are being sold to consumers in the three studied adverts?

4.3. Review of Literature

4.3.1. Previous Related Research

Following the recognition outlined in the previous chapter that consumption communicates important messages about personal identity, social status and power, came the examination of advertising in order to uncover these messages. Several of these examinations have drawn on the work of Derrida (1976) and his concept of deconstruction. Stern (1993, 1996a, 1996b) has been a prominent advocate of engaging in the deconstruction of advertising texts in order to expose the unchallenged ideological meanings that are embedded in many adverts.

Other authors have drawn on the deconstruction concept to analyse advertising for a range of commodities and related issues. Examples include Chung (2005) who conducted a project for art students to deconstruct then redesign cigarette adverts, and Fesenmaier and MacKay (1996) who deconstructed representations of tourism destinations. Deconstruction has also been heavily applied to representations of gender within advertising. Deconstructive studies of masculinity (e.g. Schroeder & Zwick, 2004), femininity (e.g. Gill, 2008), femininity in relation to sport (e.g. Ellison, 2002) and gender as a whole (e.g. Goffman, 1979; Cortese, 2007) have also been a popular area of advertising analysis.

Moreover, the study of gender representations has been a particularly fertile ground for advert analysis in which a range of analytical methods have been employed. Narrative discourse analysis (Perucha, 2009), critical discourse analysis (Memon et al, 2015; Magalhes, 2005) and content and semiotic analysis (Bell & Milic, 2010) have all been used to examine representations of gender in advertising. These analytical methods have also found resonance beyond the study of gender in advertising through examples such as Cook's (2001) application of critical discourse analysis or Bertrand's (1988) use of semiotic analysis.

Further forms of advertising analysis can be identified through methods such as close reading developed by Hall (1982) and Miller (1977), or intertextuality developed by Barthes (1977). Livingstone's (2011) close reading of Apple Mac advertising formed part of a textual analysis in which all elements of advertising content were examined for their ideological implications. O'Donohoe's (1997) analysis of advertising in relation to young adult audiences drew heavily on the concept of intertextuality to understand alternative and often non-commercial meanings in adverts.

These and countless other studies have at the core a concern with interpreting the social, symbolic and often ideological messages imbedded in advertising. However, far less scholarly attention has been paid to the interpretation of the psychological constructs within adverts and the dimension this gives to their meaning. The work of Dichter (1949) can be seen as an important early contribution to asserting the importance of the psychological component of advertising and its role in adverts' effectiveness. Yet, there remained little written on the psychological analysis of adverts in the decades following this.

Thirty years after Dichter's work, Shimp (1979) presented a paper asserting and examining the impact of psychosocial representations in advertising and their potential to deceive consumers. Anderson, Glantz and Ling (2005) also studied the psychosocial dimension of advertising by conducting an analysis of cigarette adverts in order to identify messages about women's psychosocial needs. Hong, Muderrisoglu and Zinkhan (1987) further extended the psychological boundaries of advert examination by content analyzing the emotional appeals of adverts.

Friedmann and Zimmer (1988) continued to assert the psychological dimension of advertising communication by discussing the psychological meaning derived from adverts for both utilitarian and hedonic products. The work of Aanstoos (1997) adopted an alternative approach based on phenomenological psychology to investigating the psychological construction of adverts by undertaking analysis of a McDonalds advert.

However, when examining the literature for studies analyzing the psychological component of advertising, it is apparent that the majority of work has tended to study the psychological effects, rather than content, of adverts. Numerous studies have been conducted investigating wide ranging psychological responses to adverts such as memory recall (Keller, 1987), mental simulation (Escalas, 2004), and attention (MacKenzie, 1986). A number of publications have also been solely devoted to understanding the psychological effects of adverts (e.g. Olson, 1983; Alwitt, & Mitchell, 1985; Olson & Sentis, 1986). Furthermore, a wealth of literature detailing emotional responses to adverts has also been written. However, these studies and associated literature will be the focus of the literature review in study two (chapter five) and not discussed further here.

4.3.2. Current Study's Response to Previous Research

The preceding review of literature reveals psychological analysis of experiential advertising to be a relatively nascent area of scholarly inquiry. The novelty of the current study is understood by not only development of this emerging research domain but through novel application of the theoretical framework of reversal theory. However, the specificity of the advertising content under investigation calls for not only universal theoretical explanations, but more bespoke ones too.

As a psychological meta-theory, reversal theory provides an overarching framework for understanding all human experience and motivation. This inevitably includes the type of exercise and sport related experiences presented in the three studied adverts. However, the literature indicates that there are also other theoretical frameworks that are particularly well suited to explain experiences related to sport and exercise.

Therefore, it is proposed that the current study shall adopt a secondary theoretical framework that seeks to complement reversal theory. The purpose being to further aid explanation of the sport and exercise related content of the three studied adverts. A number of different psychological theories have found particular prominence in explaining the motivation behind sport and exercise related behaviour. Most notably have been contributions from Self Determination Theory (see Deci & Ryan, 2002; Hagger & Chatzisarantis, 2007) and Maslow's need hierarchy theory (see Maslow, 1943; Mills, 1985). However, one such theory that offers a particularly fruitful synthesis with reversal theory is that of flow theory.

4.3.3. Flow Theory

The concept of flow has been primarily developed via the research of Mihaly Csikszentmihalyi into the phenomenology of intrinsic motivation (Kawabata & Mallett, 2011). It is recognised as a state of optimal experience in which "people are so involved in an activity that nothing else seems to matter" (Csikszentmihalyi, 1990, p. 4). Flow has been reported in myriad situations (e.g. Csikszentmihalyi, 1975, 1979, 1981; Nakamura & Csikszentmihalyi, 2002) but contains an enduring set of underlying characteristics. Total absorption and intense focus on the activity being undertaken are two of the primary hallmarks of a flow experience (Swann, 2012). However, there are a number of distinct characteristics that comprise the flow experience. These characteristics have been most comprehensively set out by Jackson & Csikszentmihalyi

(1999) as follows: challenge-skills balance; action awareness merging; clear goals; unambiguous feedback; concentration on the task at hand; sense of control; loss of self-consciousness; transformation of time; and autotelic experience.

Flow is considered especially relevant in relation to sport which according to Jackson & Csikszentmihalyi provides "a special opportunity for flow to occur" with "The sport setting structured to enhance flow" (1999, p .6). The reasons for this are to do with the way sport's structure provides participants with clear goals and "feedback structures that make flow more likely" (Nakamura & Csikszentmihalyi, 2002). Participating in sport, or indeed exercise, also entails entering into a closed-off environment that helps produce a sense of (temporary) detachment from other aspects and distractions of social life. However, the capacity of sport to produce flow is also to do with the underlying intrinsic motivations most people have for taking part and the autotelic experience it provides. This is explained by Jackson & Csikszentmihalyi (1999, p. 6) thus "sport can offer a state of being that is so rewarding that one does it for no other reason than to be part of it".

Although the heightened relationship between flow and sport might suggest that flow also depends on competition, performance, and winning, this is not necessarily the case. Jackson & Csikszentmihalyi suggest that "although winning is important, flow does not depend on it, and flow offers something more than just a successful outcome" (1999, p.5). Carter, River and Sachs (2013) also point out that peak performance is neither an absolute requirement for flow to take place nor a guaranteed outcome of experiencing it. This means that it is plausible that exercise and in the context of this study, running, is equally well suited to producing the experience of flow.

4.3.4. *Running & Flow*

Although flow has been documented across a range of contexts, very few studies have examined flow in runners. Schüler & Brunner (2009) investigated the relationship between flow experience in runners and running motivation. They found that the experience of flow by runners resulted in an increased future motivation to run. The authors conceived flow as a rewarding experience that led to runners wanting to run again in order to repeat that experience. Martinez and Crista (2016) decided to compare the occurrence of flow between ultra-runners and runners of shorter distances. They found that the ultra-runners experienced flow more often than runners of shorter distances, with running in natural environments also increasing the occurrence of flow.

Adopting a lab-based approach, Stoll and Pithan (2016) examined whether flow could be induced in participants running on a treadmill. They found that participants were more likely to experience flow when presented with a visual rather than a numerical stimulus.

Several studies of optimal experience amongst runners have preferred to focus on what is known as 'runners high' (Boecker et al, 2008; Partin, 1983; Wagemaker, & Goldstein, 1980). However, according to McInman and Grove (1991) runners high and flow should not be understood as the same thing, since runners high involves a loss of time and space that flow does not. Furthermore, there exists other studies into the optimal experiences of runners that are not necessarily restricted to the concept of flow. Glasser's study of nearly 700 Runners World readers explored the motivations runners had to run. The descriptions by runners in Glasser's study however, appeared to be heavily paratelic whilst underpinned by intra-autic mastery.

4.3.5. *Flow & Reversal Theory*

Flow and reversal theory are both united by the importance they place on phenomenological experience, with both theories adopting experiential approaches to the study of optimal experience and motivation. As stated by Nakamura & Csikszentmihalyi, flow theory research is concerned with understanding "the dynamics of momentary experience and the conditions under which it is optimal" (2002, p. 197). Similarly, reversal theory is concerned with the dynamics of how motivation is experienced momentarily and the conditions for reversals between states to take place.

The shared phenomenology of the two theories is illustrated by the following quotations of key authors in each field. When discussing how flow occurs, Jackson and Csikszentmihalyi (1999, p. 6) state that "it is your subjective perception that predicts flow. They illustrate this point using the example of the challenge-skills dimension of flow by explaining "it is not so much the objective challenges and skills that determines the quality of the experience". That is to say, it is how the individual perceives the match between their skills and the challenge faced. Similarly, when discussing the experience of motivation, Apter (2007, p. 42) states that "it is not possible to decide from the outside alone what metamotivational state *must* be obtaining". Motivation from a reversal theory perspective is all about how the individual perceives the situation and their particular motivation toward it.

The concept of flow has been acknowledged in reversal theory literature by both the theory's originator Apter (2006) and the chief sport reversal theorist Kerr (1989). Both authors have suggested that flow can be understood through reversal theory as a form of excitement, experienced in the paratelic state. However, these contributions were more anecdotal than theoretically discursive and empirically based.

Fuller explorations of the relationship between reversal theory and flow have also been made however. Young and Pain (1999) have suggested that flow theory along with reversal theory provide the two primary explanations for optimal experience or what they refer to as 'the zone'. In addition to the conditions for flow laid out by flow theory, the authors saw reversal theory as presenting two potential optimal types of experiences. These were either an experience of optimal relaxation in the telic state, or an experience of optimal excitement in the paratelic state.

However, other authors have suggested that reversal theory may have a broader and more complex relationship to flow and optimal experience. These ideas were developed through the discursive writings of Rea (1993). Although he did not conduct any research himself, Rea drew closely on the work of leading researchers in flow theory (predominantly that of Csikszentmihalyi) to make his theoretical assertions. Foremost amongst these was the belief that reversal theory could be used to understand optimal experience through the experience of four optimal states: telic flow, paratelic flow, telic and paratelic flow in balanced alteration, and telic and paratelic flow in simultaneous integration (Rea, 1993).

Apter and other reversal theorists may question the phenomenological possibility of experiencing two metamotivational states simultaneously. Nevertheless, Rea's main point was that the most optimal experience is characterised by a state of serious playfulness. The fundamental limitation of this and Young and Pain's (1999) claims through the reversal theory lens is that they fail to take into account any of the other six metamotivational states to explain optimal experience. However, Rea was disadvantaged in this respect by the development of the other three metamotivational pairs having not occurred at his time of writing.

Presently, the literature suggests that there have only been three prominent scholarly figures making concerted efforts to develop the study and theorisation of reversal theory and optimal experience. Of those, the work of Young (1998, 2007, and with Pain, 1999) can be identified as the earliest post-Rea contribution. She conducted

research on 31 professional tennis players measuring felt experiences matching the dimensions of sport specific flow as proposed by Jackson (1996). Young found that the optimal experiences participants identified were equally spread between the telic and paratelic states. However, like Rea, Young was not able to integrate the other 6 metamotivational states into her analysis. Similarly, but with a focus on high risk and adventure sports, the work of Houge et al (2010), and MacKenzie et al (2011), also found evidence of optimal experience through the telic and paratelic states. However, like Young (1998, 2007), the analytical scope of the research was not extended beyond the telic/paratelic state pair.

To date the only known scholarly research to have developed empirical analysis beyond the telic-paratelic pair is that of Wright, Wright, Sadlo and Stew (2012, 2014). Building on their earlier work drawing on reversal theory to better understand the complexity of optimal experience (Wright et al, 2006, 2007) the authors studied the felt optimal experiences of seven guitarists. They found that there appeared to be more than one particular type of optimal experience described by participants. That is to say, the concept of flow and its nine characteristics alone, was not able to account for variations in the phenomenological experiences reported in the three studies (Wright, 2016).

The optimal experiences Wright et al (2012, 2014) discovered mainly encompassed the telic or paratelic states, but unlike any previous studies of optimal experience, also incorporated negativistic, conformist, mastery, sympathy, and autic states. These findings supported Wright et al's (2012) earlier theoretical examination of reversal theory and flow and the assertion that reversal theory would allow for eight different optimal states. That is to say, there exists an optimal feeling or satisfaction within each of the eight metamotivational states (Wright, 2016).

This reversal theory assertion of optimal experience is understood in relation to reversal theory's core concepts of bi-stability and arousal. The concept of bi-stability states that within each pair of metamotivational states there is an optimal position, and this position is based on optimal levels of arousal (Apter, 2007). Thus, within the telic-paratelic pair for example, there is an optimal position within the paratelic state based on high arousal, and an optimal position within the telic state based on low arousal.

The main criticism of the majority of the preceding literature is that it is limited to experiences of the telic and paratelic states. Nevertheless, it establishes the synthesis between the two theories and the role of reversal theory for explaining differences in

optimal experiences or flow states. The approach of the present study means it will not add to the empirical knowledge of metamotivational state and optimal experience, since it will examine represented experiences. However, the study will intend to develop the theoretical discussion and the utility of both theories for aiding understanding of optimal experiences.

4.3.6. Methodological Literature

This review of literature shall be concluded by discussion of how methods suitable for analysing experiential adverts have been presented in the literature. Traditionally, the analysis of both printed and televisual advertisements has been associated with the method of content analysis. The essence of content analysis lies in a quantitative approach based on the identification and tabulation of particular themes or phenomena in the 'text' under examination (Rugg & Petre, 2007). Qualitative forms of content analysis have also been acknowledged in the literature (Hijmans, 1996; Krippendorff, 2012; White & Marsh, 2006). However, clarification of their use remains unclear.

More recently, there has been a notable increase in literature concerning visual and in particular, video-based methods and analysis (e.g. Emmison, et al, 2012; Knoblauch, 2012; Knoblauch et al, 2012; Pink, 2012; Rose, 2012; Heath et al, 2010). However, the focus of such publications has tended to be on the process of collecting visual data and the value in adding original visual material to a research project. As a consequence, despite the growth in literature, there still remains a lack of authoritative and detailed accounts of how to systematically analyse pre-existing visual material such as that found in television advertisements.

Of the available literature written on visual research methods and methodologies, it is the work of Gleeson (2011) that offers the most accessible and explicit account of a step-by-step method. By clearly describing the process involved in Polytextual Thematic Analysis (PTA), Gleeson addresses a central limitation of most visual methodology, namely the ability to make transparent methodological replication (Flewitt, 2013). Gleeson presents PTA as a way of analysing visual data based on the premise that all texts (including visual texts) can only be understood through reference to other texts and the identification of recurrent themes.

Gleeson argues that any interpretation-led methodology, whether focused on visuals or words, is polytextual in nature. In other words, meaning can only be gleaned with reference to sites of knowledge located in other texts. In outlining the approach required in performing PTA, Gleeson describes eleven distinct steps the researcher must take. During the process she outlines, focus shifts from the initially descriptive onto the interpretive: from the individual detail of each text or case onto the deeper conceptual interpretations across cases.

In emphasising the methodological transition from the descriptive to the interpretive, and from the individual to the collective, Gleeson's method exhibits strong parallels to that detailed by Smith et al (2009) in Interpretive Phenomenological Analysis (IPA). Moreover, coupled with Gleeson's assertion of the uniformity in the process of interpreting visual or written texts, the methodological parallel between PTA and IPA is further reinforced. This poses the question of whether IPA itself, PTA, or a synthesis of the two methods may in fact offer the most suitable method for analysing the visual content of the current study. The processes involved and application of the two methods to the current study shall now be discussed further in the methodology section that follows.

4.4. Method

4.4.1. Methodological Objectives

The aim of the current research study is to analyse the content of three television advertisements by three leading running brands: ASICS, Mizuno and Saucony. The analysis will be made in relation to a pre-existing theoretical framework, comprising of reversal theory and flow theory. Therefore, the analysis will not seek to follow an inductive approach such as that followed in grounded theory where the goal is the generation of theory (Glaser & Strauss, 1967). As a result, the analysis requires a methodology that is able to provide the study with a structured, systematic and rigorous method for applying the chosen theoretical framework. The methods selected for achieving this must be able to offer transparency in both how interpretations are arrived at and how the study could be replicated if so desired.

4.4.2. The Methodologies of Interpretive Phenomenological Analysis (IPA) & Polytextual Thematic Analysis (PTA)

Although IPA and PTA are used to study different things (IPA studies words, PTA images), the processes involved in the two methods share strong similarities. Both methods are essentially concerned with two phases of analysis that shift from the micro level detail of subjective, idiographic material onto the macro level of more over-arching theoretical explanations. In both processes, the repetitive study and detailed description of the phenomenological reality at hand is followed by the thematic and conceptual theorisation of how that reality might be understood. These points are demonstrated in table 4.1, comparing the different stages involved in each method as outlined by Gleeson (2011) and Smith et al (2009) respectively.

4.4.3. Application of IPA to TV Advertisements

Whilst TV adverts can be recognised as visual data comprising a series of sequential images, they can also be understood in other ways. As well as containing images, adverts also contain characters, narratives and messages; all aspects of what might be considered typical interview transcript content in an IPA study. Thus, in recognising TV adverts as complex multi-dimensional texts in which the visual represents but one layer, the use of a methodology incorporating IPA becomes more logical.

Table 4.1 *Stages of Analysis as detailed in Polytextual Thematic Analysis (PTA) & Interpretive Phenomenological Analysis (IPA)*

Steps	PTA	IPA
Step 1	Study images and note any themes (proto—themes)	Read 'data' several times to achieve familiarity with the text
Step 2	Make notes describing the effects of the images on you	Initial noting: descriptive, linguistic and conceptual
Step 3	Collect together all material of any proto-themes that occur more than once	Develop emergent themes: identify any broad themes that relate to the previous step
Step 4	Write a brief description of each identified proto-theme	Search for connections across emergent themes
Step 5	Go back over all images to check for further evidence of each identified proto-theme	Make representation of all emergent themes in tabular or graphic form
Step 6	Organise images to identify the strongest evidence of each proto-theme	Move on to analysing the next case/text.
Step 7	Continue to work on identifying themes until no more new themes emerge	After repeating the first 5 steps, theories and concepts that link together emergent themes in each case should be identified
Step 8	Write descriptions of each proto-theme to highlight the differences between them	
Step 9	Study the themes to see if broader theories and concepts can be identified that connect them	
Step 10	Define these theories and concepts or 'higher order themes'	
Step 11	Decide which of these conceptual 'higher order themes' are most relevant to the research question	

Willig (2013) recognises that IPA operates on the premise that it is not possible to gain direct knowledge of another individual's subjective experience. This is because through other people's accounts of the phenomenon under examination, language constructs rather than merely describes an experience (Willig, 2013). This means "Language can never simply give expression to experience" (Willig 2013, p. 94) and will always be a subjective construction of it. In applying IPA to the study of TV

advertisements, the researcher has the advantage of also being able to draw upon sounds and visuals in addition to language. Thus it could be argued, these added dimensions of advertising texts allow researchers to get closer to the (represented) experiences under study than in texts constructed through language alone.

Secondly as Willig (2013) highlights, there is also a limitation in any method that relies on the ability of respondents to accurately communicate and clearly articulate their expression of an experience. In contrast, the experiences found in TV adverts are communicated in a way that transcends this communicative limitation of the interview transcript. When analysing an advert, the researcher is less reliant upon the ability of one individual to communicate an experience and is able to see the (represented) experience for themselves.

It must be conceded that the researcher is still subject to certain restrictions that are placed on them when the possibility to interact with the subject is removed. The most obvious of these is the lack of opportunity for the researcher to speak or ask questions to the subject(s) under study. This means that despite the sonic and visual dimensions available to the researcher, they are still limited to interpretation of a subject's behaviour rather than the subject's description and explanation of it.

4.4.4. IPA and Reversal Theory

As a phenomenological methodology, IPA is primarily concerned with the subjective interpretation of lived experience and the meaning individuals give to that experience. Similarly, reversal theory is primarily concerned with how individuals experience motivation across time, in relation to the phenomenological structure of metamotivational states. With its focus on the subjective interpretation of experience IPA is highly idiographic in nature, aimed at uncovering the rich detail of individual lived experience. However, according to Smith (2011) and Smith et al (2009), IPA research should also seek to identify themes and supply theoretical explanations that are able to connect individual experiential case studies.

With this dual objective in mind of coupling rich phenomenological detail with theoretical explanation, reversal theory's structural phenomenology provides a suitable theoretical companion to IPA. Reversal theory is explained by Apter as a structural phenomenology that "starts from subjective experience and interprets behaviour… in light of that experience" (2007, p. 9). This closely mirrors the approach of IPA and

Smith's description of "convergence and divergence" (2011, p. 10) within the research sample under study. That is, IPA research seeks to highlight the subjective detail that separates one experience from another, whilst also identifying the thematic and theoretical explanations that bind individual cases together. In order to provide the overarching explanations required of an IPA approach, reversal theory's ability to account for the way experience is structured, offers a route into these criteria.

4.4.5. Summary of Methodological Approach

The methodological approach utilised for the current study will seek to apply the methods and processes of both IPA and PTA to the analysis of running brand advertisements. This will involve following the steps outlined in table 4.1 detailing the analytical processes for each method, from the initial treatment of the data to the synthesis of thematic and theoretical frameworks. In taking this dual methodological stance, the analytical process of the current study can be seen to benefit the study in two ways.

Firstly, in relation to IPA and the preceding discussion of it's application to visual material, the present study can claim to be adopting use of a highly established method of qualitative analysis. Secondly, whilst the methodology of PTA may be less recognised in the literature, it's visually specific focus and more detailed stages of analysis (see table 4.1) enhance the methodological rigour of the current study. Further, it should also be added that there is evidence in the literature of the successful synthesis of these two methods as made by Tsang (2014).

The primary rationale for adopting this methodological approach is the transparency and detail that the two methods provide in contrast to other methods used to analyse visual material in the literature. It should be stressed that this study does not claim to be an IPA study. There is no subjectively authored experience to draw from, only a representation of experience mediated through advertising. Nevertheless, this study does claim to closely follow the methodological processes of IPA along with PTA, and make application of them to the study of three running brand advertisements.

The analysis that follows is based on the researcher's interpretations of multiple viewings of each of the three studied adverts. It is estimated that the researcher watched each advert between fifty and one-hundred times each.

4.5. Case Study 1: Analysis of ASICS *'Better Your Best'* Advert

4.5.1. *Organisation of Themes – Emergent & Higher Order*

Table 4.2 Summary of Identified Themes, States & Flow Component in ASICS Advert

Theme	Example From Advert	Time in Advert	Related RT States	Related Flow Component
1. Optimal Performance	▪ 'Better Your Best' narration ▪ Chasing 'hooded runner'	0:51 Whole ad	Mastery	Clear goals
2. Seriousness	▪ Close ups of look on main character's face	0:07, 0:17, 0:20, 0:28, 0:30 - 0:35, 0:39, 0:52	Telic	Concentration on task at hand
3. The Self	▪ Better Your Best' narration ▪ Revealing of 'hooded runner's' face ▪ Continual chasing of self	0:51 0:43 Whole ad	Autic	Unambiguous feedback
4. Determination	▪ Continuity changes in clothing and environment ▪ Recover from fall	0:10, 0:15, 0:18, 0:21, 0:29, 0:34, 0:38, 0:47 0:28	Telic	
5. Sacrifice & Commitment	▪ Early morning start time for run ▪ Adverse weather conditions	0:00 - 0:05 0:26	Telic	
6. Continual Progress	▪ Replication of opening scene	0:52	Telic	Challenge-skills balance

Through the process of closely watching, re-watching and gaining a high level of familiarity with the content of the advert, a number of emergent (Smith et al, 2009) or proto (Gleeson, 2011) themes were identified. This analytical process was conducted in line with the descriptions detailed previously (table 4.1). From the initial six emergent themes outlined in table 4.2, three of them can be understood as higher order themes: optimal performance, seriousness, and the self. These three themes can be identified numerous times and are part of the overarching structure (of in this case, the

advert) from which other themes subsequently develop (Smith et al, 2009). So it follows, the themes of continual progress, determination, and suffering are understood as lower-order or sub themes that derive from the above higher-order themes.

4.5.2. *Descriptions & Theoretical Implications - Higher-Order Themes*

A brief description of each of the six emergent themes is provided in order to explain how they were identified. The relationship between the three higher-order themes of the advert and the conceptual frameworks of reversal theory and flow are then discussed. The theoretical analysis will then go on to discuss the position of the secondary themes of continual progress, suffering, and determination in this relationship.

Optimal Performance

The theme of optimal performance, and improving performance is represented in both the linguistic message and visual narrative of the advert. The goal of 'bettering your best' is clearly communicated, producing a particular type of representation of running. In this advert running is represented as a serious, goal-directed activity, requiring commitment and the desire to push one's limits. The focus is very much centred on the outcome, rather than the process of running.

When looking at the theme of optimal performance in reversal theory terms it is clear that the mastery state is being evoked. Descriptions of the mastery state by Apter (2007, p. 135) of "being on top of things" and "more than matching the requirements needed to do something" clearly tie-in to the advert's mantra to 'better your best'. Although typically in the mastery state (especially in a sport-related context) this type of motivation would involve bettering, or the assertion of power over, others, it is not always necessarily the case.

The mastery state can be equally applicable to behavior that requires mastering a particular skill or situation (Apter, 2007). Like all other metamotivational states, Apter (2007, p.135) also points out that the mastery state must be understood as part of "General ways of interacting with any aspect of the world, including groups of people, situations, and objects". Thus the absence of any inter-personal transactions in the advert should not detract from the assertion of representation of the mastery state. Nevertheless, the clever use of the hooded runner representing the self in replicated

form works to more vividly evoke the mastery state as would be typically envisaged in sporting competition.

Despite the impression the advert gives of a mastery state motivated by the desire to assert power over an other, because we know that other is in fact the self, it can be asserted that this is in fact an intra-autic, or intra-self, mastery state. That is to say, the experience occurs within the self (Apter, 2007) rather than from the self outwardly in transaction with an other. As Apter (2007, p. 148) makes clear "It is perfectly possible to be so focused on oneself and one's needs that there is no 'other' in awareness at all". Therefore, rather than the desire to assert power over another, we can understand autic mastery in this context as the desire to assert power over one's body and/or the environment. It is this asserting of power and the experience of optimal ability that forms a core part of the satisfaction being sold through the advert to the consumer. The satisfactions gained from the experiences depicted in the advert are represented purely through the efforts and ability of the self.

Furthermore, the identification of metamotivational states in relation to the theme of optimal performance is not limited to the (intra) autic and mastery states. As the dynamic account of experience postulated by reversal theory suggests, four of eight metamotivational states will be 'active' at any given moment (Apter, 2015). The four 'active' states are not all experienced to the same level of intensity, with only one or two of them experienced as the focal states (Apter, 2015). However, in understanding any account of experience it is important to articulate both the focal and less focal active metamotivational states that underpin it.

Thus in relation to the current study, the other potential states comprising the experiences represented in the studied advert must also be considered. The (intra) autic-mastery state evoked in the advert is done so in relation to, and as a result of, a specifically defined purpose: 'to better your best'. This linguistic mantra of the advert then, contains clear reference to goal orientated behaviour, that of improving one's performance

From a reversal theory perspective, the dominant message to emanate from the advert of 'bettering your best' is firmly rooted in the telic metamotivational state. The message of the advert supplies the audience with a clear and measurable goal. That goal is the goal of bettering previous performance, which in the context of the advert is depicted through wearing ASICS shoes and running faster than before. The power of

this message in anchoring meaning to the advert means that the focus of the advert is kept away from the instant gratification of the paratelic state and firmly placed in the future, the next run, and the next challenge to oneself of 'bettering your best'.

This claim can be further supported with reference to several aspects of the visual narrative within the advert as well as all three of the secondary themes identified. The omnipresent tone of seriousness drawn across the main character's face provides a clear indication of the serious mood we would associate with the telic state. The struggles and setbacks she endures in her pursuit of the hooded runner surely tell us that her running experiences are not motivated by the pleasure of the process (i.e. paratelic state) but by the goal-orientated outcome of the process. The weight given to the outcome of the experience represented in the advert is made all the more apparent by the conclusion to the advert's narrative. Rather than a pause to enjoy the satisfaction of achieving her goal (and perhaps reversing into the paratelic state), the same goal-orientated scenario begins to play out again as another pursuit ensues.

The presence of clear goals is one of the central characteristics of optimal experience as outlined by flow theory (Jackson & Csikszentmihalyi, 1999). Without a clear goal, optimal experience and a state of flow according to Jackson and Csikszentmihalyi (1999) are not possible as the concentration and focus needed to achieve flow are compromised. As has already been argued, optimal performance is only possible if there is a goal to measure performance against. The presence of a clear goal in the form of the advert's message to the viewer (to 'better their best') and the main character's actions in the advert's narrative both work to support the identification of this characteristic of flow.

Seriousness

The theme of seriousness can be understood as a product of the tone of the advert, affecting the way in which the advert's narrative is presented. The visual, audio and linguistic elements of the narrative are all clear in their intention. They leave no ambiguity for the possibility that there might be any potentially playful or humorous moments contained within the overall message. This theme can also be understood as another by-product of the optimal performance theme of the advert.

In moving on to analysis of the second higher order theme of seriousness identified in the advert, the position of the telic state within the adverts' narrative is

further reinforced. As has already been mentioned, the pervading tone of seriousness that is expressed through the facial expressions of the main character is a strong indication that she is in the telic state. The look of steely determination as she intensely chases her double and then anguish as she temporarily falls behind, works to communicate the serious tone of the advert. This is a look that is also shared by the newer version of the female runner who appears at the end of the advert setting off to repeat the pursuit of her double again, and so the goal of bettering her new best.

Throughout the course of the advert there are numerous occasions in which the main character communicates the look of seriousness. More than understanding these visual communications through the simple binary of playful and serious, careful observation reveals that the look on the main character's face is often one of urgency. This is it would seem, an urgency to get something done, that something being to achieve the goal of bettering her best. This combination of seriousness and urgency is also reflected in the soundtrack to the advert. The high tempo and high energy communicates the urgency of the narrative, whilst the slightly dark electronic edge to the music suggests seriousness.

Thirdly, linked closely to the themes of seriousness and determination another aspect of flow theory can also be identified, that of concentration on the task in hand. Images of the main character in which the viewer is presented with close ups of her face demonstrating intense seriousness can also be interpreted as images of intense focus and concentration. The strength of these images presented in the advert suggests that the main character has no thoughts other than chasing her hooded double. This falls in line with Jackson and Csikszentmihalyi's (1999) assertion that the experience of flow requires complete attention to be dedicated to the task being carried out.

The Self

As both the linguistic and visual dimensions of the advert make clear, the performance directed focus of the advert is on competition with the self rather than with others. Performance is judged through the advert as being something that is specific to the self rather than something to be measured against others. However, the use of a double of the self in the advert's narrative works to create the visual impression of performance against the other, until of course the identity of the hooded runner is revealed. Therefore, although not integral to the adverts' primary message, it does still

draw on the theme of competition against others as a way of making the visual narrative more compelling.

As has already been articulated through discussion of the higher order theme of optimal performance, the focus on the self throughout the advert places a clear emphasis on the autic state. The primary motive of the central character in the advert is based entirely on the needs of the self - she wants to improve her performance and 'better her best'. This is the type of behaviour we would expect to be exhibited when in the autic state, when the main concern is how one is affected or benefits from a situation (Apter, 2007). That is to say, the motivation to perform an action is done for the pleasure or satisfaction it brings to the self, not someone else.

However, in making this assessment of the presence of the autic state it must be recognized that the behaviour represented is not typical of reversal theory accounts of self-orientated behaviour. This is because typically the autic state (and it's opposing alloic state) is based on how an individual experiences their relationships to others. That is to say, the autic-alloic meta-motivational pair will determine whether an individual is concerned with the transactions involving others, in relation to themselves or someone else. Since the narrative depicted in the advert is devoid of any transactions with others, what is communicated is as already stated, an intra-autic state.

This nuanced understanding that reversal theory is able to provide helps us to better articulate exactly what the identified theme of the self means in the context of the advert. Therefore, it can be confidently claimed that the type of self-orientated experience presented in the advert is one based on the transactions arising from one's relationship with themselves rather than with others. The result is that the advert communicates a particular type of individualism to the viewer where it's intra-autic nature means that the self is both the source and obstacle of the satisfaction presented.

Furthermore, in relation to the theme of the self, the role played by the hooded runner representing the self in replicated form can be understood as closely tied in to another component of flow. By representing the 'best' that the main character is trying to better, the hooded runner provides an example of what Jackson and Csikszentmihalyi (1999) describe as unambiguous feedback. This feedback is instant and measureable through the amount of distance that lies between the main character and her hooded double. Jackson and Csikszentmihalyi (1999) suggest this feature is necessary to

achieve flow as without this level of feedback it becomes difficult to maintain concentration and focus on the goal that is framing the activity.

4.5.3. Descriptions & Theoretical Implications - Secondary Themes

Determination

The theme of determination features heavily in the advert as a central ingredient in the unravelling narrative of the pursuit of the hooded runner. This is perhaps most heavily emphasized through the deliberate discontinuity in the advert. In watching, it becomes apparent that the main character's goal of bettering her best and beating the hooded runner is not achieved easily. The discontinuities in both clothing and environment illustrate to the viewer that it has taken several attempts for the desired goal to be reached. This continual striving for a goal and reluctance to give up emphasized through key scenes in the advert can be interpreted as a clear communication of determination.

As a derivative of the higher order theme of seriousness and optimal performance, the sub theme of determination can also be understood through the telic metamotivational state. This is because determination is depicted in the advert as a necessary ingredient in order to achieve the goal of improved or optimal performance. The message relayed in the visual narrative of the advert is an easy one to follow, because she shows determination, the main character is able to achieve her goal and better her best. Additionally, the moments in the narrative that involve the main character having to exhibit her determination, are also some of the moments where the theme of seriousness is most strongly conveyed. Again this has the effect of reinforcing the telic state.

Sacrifice & Commitment

Linked closely to the theme of determination, the appearance of sacrifice can be detected in the advert. The darkness and birdsong of the opening scenes in which the main character begins her run suggests that it (although we cannot be certain) is approaching dawn. Clearly there is a commitment and sacrifice attached to getting up and running so early. As the scenes unfold we also see that the main character's runs also encounter adverse weather conditions in the form of snow, emphasized as she falls when running through it. These small discernible details in the visual narrative imply that the main character is highly committed to reach her goal.

When considering the moments depicting suffering in the advert, further snapshots of the telic and autic states can be identified. As a precursor to the expression of determination in the narrative, it is possible to trace the relationship between goal attainment and suffering. The moments in the adverts narrative in which the main character suffers are also those in which the possibility of failing to achieve her goal are highest. This can be expanded further in relation to reversal theory by understanding these moments as opportunities for frustration and potential reversal. In such moments a reversal from the telic to paratelic state can occur when one feels a goal is out of reach or no progress is being made toward it (Apter, 2007). However, such is the dominance of the telic state in the advert that such a reversal does not occur.

Moreover, the points in the advert where the main character is experiencing a moment of suffering further highlight the intra-autic dimension of the narrative. This is most vividly depicted when the main character finds herself face down in the snow after taking a fall as she desperately tries to catch her hooded double. At this point in the narrative the isolation and aloneness of the main character are painfully evident, emphasizing the fact that the experience being represented is very much about the relationship with the self and no one else. Similarly, the isolated figure the main character casts on a street lit road in which all other houses are assumed asleep as the advert begins, works to further communicate the intra-autic state.

Continual Progress

This theme can be understood as being interconnected to the higher-order theme of optimal performance. The cyclical nature of the advert carries another key theme within the advert, that of continual progress and the avoidance of complacency. The way the advert continues after the main character's moment of goal attainment has occurred (bettering her best) urges the viewer to never stop bettering their best and to continually be striving for improved performance.

The theme of continual progress must be understood in relation to goal-directed activity since it is not possible to make progress or continually improve performance unless there is a goal to measure the performance against. Therefore, is it clear that this secondary theme is highly grounded in the telic state. The result is that the telic state is made all the more prominent in the narrative of the advert as the advert does not merely communicate one goal-directed performance but a (seemingly) endless series of them.

Furthermore, a strong parallel can be seen between the theme of continual progress and the challenge-skills component of flow. This component of flow, seen by Jackson and Csikszentmihalyi (1999) as the core basis of any flow experience, can be understood in two ways. On the one hand, it is possible to identify the more literal representation of this flow characteristic, embodied by the main character's efforts in which it is clear that the level of challenge she faces is high. However, the eventual success she achieves in overcoming the challenge (bettering her best) indicates that the level of skill she exerts is ultimately matched to the level of challenge.

On the other hand, the developmental dimension to the challenge-skills balance as outlined by Jackson and Csikszentmihalyi (1999) is equally clear within the advert's narrative. The authors make it clear that flow is underpinned by the need to improve and extend oneself, meaning that for continued experience of flow the level of challenge must not remain static. As they state "It is not enough for challenges to equal skills; both factors need to be extending the person, stretching them to new levels" (1999, p. 16). This progressive aspect of flow is powerfully communicated by both the level of effort required by the main character in 'bettering her best' and the cyclical nature of the advert.

When the viewer witnesses the moment of the main character finally outpacing the hooded runner, they are left in no doubt that she has had to extend herself in order to achieve this. Then with equal certainty, as the advert draws to a close and the cyclical nature of the narrative is revealed, the viewer is made to understand that new (higher) levels of performance will now be required. These aspects of the advert's visual narrative and linguistic message it would seem, work to represent the challenge-skills balance most vividly of all the flow components identified in the advert. The developmental properties of this component of flow then, lie at the core of the advert's message to the viewer.

4.5.8. *Summary of Theoretical Analysis*

The preceding theoretical interpretation suggests that a specific metamotivational profile of intra-autic telic mastery, and a specific type of optimal experience proposed by flow theory, underpin the representations in the advert. This theoretical interpretation of what is being communicated in the advert is deeply grounded in the observable thematic content but is also able to explain significance beyond that content. Through embedding the thematic content in particular

conceptualizations of metamotivational state and optimal performance, the analysis has attempted to present a conceptual understanding of the advert that transcends casual observation. Not only are these two conceptual readings supported with detailed thematic evidence but they also allow a much deeper interpretation to emerge than would otherwise be possible.

4.6. Case Study 2: Analysis of Mizuno *'The Moment'* Advert

4.6.1. Organisation of Themes – Emergent & Higher Order

Table 4.3 Summary of Identified Themes, States & Flow Component in Mizuno Advert

Theme	Example From Advert	Time in Advert	Related RT States	Related Flow Component
1. Natural Beauty	▪ Backdrops to runners ▪ Grace of runners' movement	Whole ad Whole ad	Paratelic	Transformation of time
2. Pleasure & Enjoyment	▪ Emphasis on the environment ▪ Lack of strain or struggle on faces of runners	Whole ad Whole ad	Paratelic	Autotelic experience
3. Self	▪ Individual isolation of each runner in advert	Whole ad	Autic	Concentration on the task
4. Control	▪ Ease with which the runners appear to move and navigate environment	Whole ad	Mastery	Action-awareness merging
5. Sunlight	▪ Presence of sunlight in most scenes	Whole ad, 0:52	Paratelic	
6. Adventure & Freedom	▪ Variety in settings throughout advert ▪ "Discovering Beauty" narration	Whole ad 0:28	Paratelic Negativist	
7. Ascending & Rising	▪ Scenes where runners climb steps ▪ "The spirit inside me…taking me to the edge" narration	0:35, 0:37, 0:48 0:48-0:54	Mastery	Challenge-skills balance

4.6.2. Descriptions & Theoretical Implications - Higher-Order Themes

Natural Beauty

The theme of beauty stems from the natural backdrops that frame the action of the runners in the advert. This is particularly evident in the opening of the advert in which a beautiful dawn-lit sky and seductive ocean and coastal terrain dominate the shot. Even in the scenes that are not dominated by such naturally beautiful landscapes,

there is still something appealing about the way they are shot. In most cases this centres on the way the sun lights the shot as the runners move through the scene.

The theme of beauty is not limited to the backdrops of the scenes in the advert as there is also a graceful beauty in the way the runners move, particularly during the first half of the advert. This is supported in some of the adverts' narration in which descriptions of "Flying over rivers…Heart thumping, arms flowing, legs pumping, feet gliding" paint a picture of aesthetically graceful movement. However, as has been earlier stated, many of the scenes in the advert appear to be shot in such a way that emphasises the beauty of the landscape over the movement of the runners.

In itself, the theme of beauty does not automatically resonate with any of the eight metamotivational states posited by reversal theory. However, by understanding the context of the theme within the advert we can better articulate its relationship to metamotivational state. The meaning of beauty within the narrative of the advert is that it works to communicate to the viewer that the experience of running should be enjoyed. This positioning of the experience of running falls in line with the paratelic state. In this state, an activity (in this case running) is done for the enjoyment it brings, with pleasure being derived from the activity itself rather than any goal that may be linked to the activity (Apter, 2007).

Put differently, if one was in the telic state then the beauty of the scenery when running would be largely irrelevant as the emphasis would be on achieving a goal rather than enjoying the experience. Indeed, it could be argued that in the telic state a runner would largely ignore the scenery as they would be entirely focused on running further, faster or doing whatever else may direct them toward their goal. However, the emphasis placed on the environment and the care with which each scene has been shot in the advert suggest that the experience of running being represented is one that very much evokes the paratelic state. In particular, the natural beauty of the scenes throughout the advert evokes the "Immediate sensual gratification" of the paratelic state described by Apter (2007, p. 38). However, in order for the significance of the paratelic state in the advert to be explored further, the connected theme of enjoyment needs to be examined.

Furthermore, Jackson and Csikszentmihalyi (1999) have stated that flow can be experienced through both the speeding up and slowing down of time and is seen as a consequence of complete concentration. With this in mind, the way in which the advert focuses on the beauty of the scenery and hones in on the detail of tree branches and

sunbeams can be interpreted through this concept. The experience presented in the advert appears to be one of time slowing down, in which the runner is able to fully appreciate the beauty of the environment they are engaged with through running. Whether speeding up or slowing down, the significance of this component of flow is the absence of time dependence, resulting in complete involvement in the activity (Jackson and Csikszentmihalyi, 1999).

Pleasure & Enjoyment

As the previous discussion has demonstrated, the role of this theme is almost inextricably linked to that of beauty, but provides a more explicit reference to the paratelic state. Any basic definition of the paratelic state involves as Apter (2007, p. 40) states "an emphasis on immediate gratification and pleasure in the here-and-now". Thus, it is clear that there is a strong link between the paratelic state and the theme of enjoyment and pleasure as it is the enjoyment of doing something that forms the primary motive in this state. The ease and comfort with which the runners move combined with the beauty of the scenery they run through clearly portrays the activity of running as an experience to be enjoyed, indicating the paratelic state. Indeed, this assertion is further supported in the very title of the advert '*The Moment*' which provides an explicit reference to the immediacy of Apter's above description of the paratelic state.

When watching the advert, the viewer is compelled to go out and run because of the pleasure it can bring (the implicit message being that purchasing a pair of Mizuno running shoes will further enhance this). At no point in the advert do we detect any sign that the runners depicted in the advert are involved in struggle or suffering, or not enjoying the experience. This visual narrative provides strong support for the paratelic state in which the focus is very much on the present and the immediate joy to be gained from the experience of running.

In further identifying the pleasures when running that are articulated by the advert, the narration plays a big role in communicating this to the viewer. The poetic dialogue works to communicate the beauty to be found in each moment experienced during the run. Descriptions of "Flying over rivers…arms flowing…feet gliding" found in the experience of running present a pleasure to be found in running that occurs through the synergy of body and environment. Moreover, the opening dialogue directs the viewer towards the immediacy of what can be experienced during a run, and the

pleasures contained within. Ignoring the telic state, there is no suggestion of any satisfactions or gains that might arrive as a result of completing the run. This is emphasized through the dialogue by describing the bodily experiences (rather than benefits) of running.

The narrated dialogue continues to harness the paratelic state through further descriptions of the enjoyable experiences that can be had when running. The pleasure of experiencing nature is referred to in the description of "Discovering beauty". The joy of forgetting about one's problems is referred to by the description of "Sweating tears… forgetting fears" achieved whilst running. Further, the emotion of excitement, a product of experiencing pleasant hedonic tone with the paratelic state (Apter, 2007) is conveyed through description of the "Willing" and "Thrilling" of running made in the advert.

The descriptions discussed here can all be understood as references to the enjoyment, fun and enhanced arousal associated with the paratelic state. This paratelic dominance is reinforced in the advert's closing dialogue urging the viewer to "Run for the moment" and to "Own the moment". This firmly places the emphasis on the process and means of running itself, rather than any ends running may produce, as the most valuable and worthwhile part of the running experience.

In relation to the components of flow, the motivation to run induced by the paratelic state provides strong parallels to the characteristic of autotelic experience in flow. The theme of pleasure/enjoyment evidenced in the advert is communicated through the presentation of running as an activity to be enjoyed for its own sake rather than as a means to an end. This contrasts with goal-directed motivation such as that evident in the ASICS advert or in motives relating to tangible extrinsic benefits such as improved health. Jackson and Csikszentmihalyi (1999) describe an autotelic experience as one that is the sole product of intrinsic motivation, with the rewards of the experience contained solely within it. The autotelic experience in the Mizuno advert is communicated to the viewer through the pleasure to be had in each moment experienced when running, with no goal other than enjoyment of the experience.

Self

Much like the first viewed ASICS advert, all the images in this advert are of runners running independently, meaning that running is presented to the viewer as a very individual experience. However, by focusing on the beauty of the environments

that running can take us to, the focus within the theme of the self is also on the relationship between the self and the environment. The narration within the advert also reveals some telling insights into how the relationship between the self and running might be understood. Narration of "Sweating tears…Forgetting fears" suggests that running may in fact have a very positive and beneficial impact on one's state of mind, allowing someone to forget about their problems and worries.

The theme of the self manifests itself in several ways throughout the advert and is closely linked to the previous two higher order themes. In relation to the theme of enjoyment and the experience of the paratelic state, the satisfactions presented to the viewer are very much based on a subjective and personal form of pleasure. The motivation for running communicated to the viewer is based on a pleasure that can be experienced through running very much in relation to the individual, rather than in relation to the other. These descriptions are very much grounded in the self-orientated, autic state in which the individual is "Primarily concerned with benefiting from a situation" (Apter, 2007, p. 148). The benefits here being the pleasures experienced when running.

Further, the needs of the individual that can be met through running are communicated through both psycho-emotional ("Sweating tears, forgetting fears") and spiritual ("The spirit inside…coursing through me") dimensions. The benefits described in these parts of the narrated dialogue also serve to connect the paratelic and autic states experienced by the runner. That is to say, by living in the moment of the run and experiencing the paratelic state, the runner forgets their fears and worries, enhancing their psychological and spiritual wellbeing.

However, as was found to be the case with the previous analysis of the ASICS advert in relation to the autic state, it is again important to recognise that the type of autic state being evoked is an intra-autic one. This is because the pleasures and satisfactions presented through the advert are experienced within the self. Whilst they may also be based on interactions between the self and the environment, there is a clear absence of any interactions between the self and others. Thus, it can be confidently asserted that an intra-autic state is being presented.

In relation to the theme of the self and in particular, the psychological benefits to the self that are communicated through the advert, a further component of flow can be identified. The advert's dialogued narrative of "sweating tears" and "forgetting fears"

can be interpreted as indications of an experience being undertaken that requires complete concentration. For flow to be experienced, Jackson and Csikszentmihalyi have stated that nothing short of complete concentration is required. Therefore, in the context of this advert, the optimal experience being achieved means that problems and distracting thoughts are emptied from consciousness.

4.6.3. Descriptions & Theoretical Implications - Secondary Themes
Control

Following on from the previously identified themes, the way the runners in the advert move depicts a powerful sense of control. This control is essentially a control over their bodies, allowing them to run and move with a graceful effortlessness. However, it is also a control over the environment, in which each runner appears able to interact in harmony with the environment that they run through. This occurs even when that same environment presents challenges in the form of step climbs as occurs several times throughout the advert.

Seen as an ingredient in the experience of pleasure and enjoyment represented in the advert, the sub-theme of control can be related to the paratelic state. That is to say, the control of one's body is both one of the satisfactions to be gained when running and also a quality that allows other aspects of the experience (such as the scenery) to be enjoyed. However, in order to achieve the kind of bodily control exhibited in the advert, it is likely that the mastery state must also be present.

The mastery state is not communicated overtly in for example the way it is in relation to the theme of optimal performance running through the narrative of the ASICS advert. However, the way in which the runners exhibit complete control over their bodies suggests the mastery state while perhaps not the most focal of the active states is, nevertheless, present. Thus the control depicted in the advert could be interpreted as a product of the mastery state and the underlying value of power associated with it (Apter, 2007). In the context of the advert however, it is power exerted over the body and the environment rather than transactional power exerted when competing against others. Despite these conceptual foundations though, it must be conceded that this theoretical claim is less evidenced than those surrounding the paratelic and autic states, and so requires further thematic support.

From a flow perspective, the theme of control over body and environment exhibited in the advert can be understood through the merging of action and awareness characteristic of flow. This component of flow typically occurs through fusion of the mind and body resulting in complete immersion in the activity at hand. However, Jackson and Csikszentmihalyi (1999) have also asserted that it can be experienced through fusion between an athlete and their equipment such as a bike or a boat oar. In the advert this fusion is further extended through a harmonious synergy presented between the body and the environment as a result of total immersion in the experience of running.

Sunlight

This theme is a derivative of the first identified theme of beauty. However, as one watches the advert, the prominence of the sun in the way it lights and frames the action of each runner is very evident. In fact, of the several scenes in the advert there appears to only be two scenes in which the presence of sunlight cannot be identified. This is chiefly due to the level of darkness that encapsulates the shot suggesting that the sun may not have risen yet. This theme suggests perhaps that running is about getting outside and feeling the sun on your back along with enjoying the natural beauty a particular run may present. This assertion also links to the previously identified themes of beauty and enjoyment.

In addressing the theoretical significance of this theme, there is little to expand on beyond the link to the theme of beauty and enjoyment. Thus, the strong presence of sunlight throughout the advert can be interpreted as another dimension to the pleasure to be gained from interacting with the environment and running whilst in the paratelic state.

Adventure & Freedom

The variety of settings in which the runners in the advert are pictured running in suggests that the advert is also presenting an experience of running that is about discovery and adventure. At no point in the advert do we see any of the runners look at a stopwatch or demonstrate a level of urgency in their running that would suggest they are running to improve their performance or attain a particular goal. Instead, the viewer is given the impression of a far more relaxed and perhaps unplanned approach to running in which the experience is as much about discovery as it is about fitness or

performance. This thematic assertion is supported through the simple narration in the advert that speaks of "Discovering beauty".

As a derivative of the higher order themes of enjoyment and beauty, the sub theme of adventure can be seen to provide further evidence for the presence of the paratelic state. The chance to discover and appreciate new places through the experience of running feeds in to the ideal of running for enjoyment rather than as an end goal. More significantly, the concepts of discovery and adventure are largely at odds with an approach to running based on a pre-set route and a planned approach associated with the telic state. This contrast is perfectly illustrated by Apter's (2007, p. 40) discussion of key differences between the telic and paratelic state; "Instead of the rigidity of planning ahead and monitoring progress, there tends to be a preference for spontaneity and flexibility".

Further examination of this sub-theme also raises potential associations with the rebellious/negativistic metamotivational state. Admittedly, none of the action in the advert is presented in a way that references an overt challenge to authority or rules typically associated with the negativistic state. However, the narrative of the advert does make implicit reference to qualities that could be associated with the negativist compulsion to "do something contrary to that required by some external agency" (Apter, 1982, p. 198). The narrative elements of the advert expressing a sense of adventure experienced through running suggest a lack of constraints from any external pressure placed on the runner. Thus, one could infer that what is being presented is the experience of a perceived rebelliousness against the structures and constraints required in everyday life. Moreover, in articulating the satisfactions derived from each metamotivational state, Wright (2016) citing Apter (2003) describes a sense of freedom as the primary satisfaction to be derived from the negativist state.

Ascending/Rising

This theme derives from four different scenes in the advert depicting images of different runners climbing a series of steps. This could be interpreted as a metaphorical theme aiming to convey a sense of the runners in the advert elevating spiritually as well as physically through running. Part of the narrative offers support for this interpretation through the passage describing "Chasing dreams", suggesting the link to transcendence of some kind. This interpretation is further supported by the final piece of narration that describes "The spirit inside coursing through me…taking me, to the edge". Again the

suggestion is that the experience of running is taking the individual to a higher spiritual plane in some way.

The theme of Ascending or rising ties in closely to the higher order themes of the self and enjoyment. This would link the ascending/rising sub theme to both the intra-autic and paratelic states and this relationship can be confidently articulated. In relation to the intra-autic state, the metaphor of psychological or spiritual growth that can be interpreted from the advert is something experienced in relation to and indeed within, the self, rather than in relation to others, thus evoking the intra-autic state. The suggestion being here that running acts as a way to serve the needs of the self in this way; for personal growth and development.

In relation to the paratelic state, the feeling of transcending oneself, whether physically, psychologically or spiritually can be understood as one of the pleasures experienced when running. Further, the narrated descriptions of "Sweating tears" and "Forgetting fears" associated with an enhanced mental state can be seen in relation to the paratelic state. That is to say, it is possible to infer from the advert that by placing oneself in the here and now of the paratelic state, one is able to transcend their fears and not be constrained by dwelling on negative emotions.

Whilst the theme of ascending/rising supports the autic and paratelic metamotivational states as articulated above, it also offers a more explicit reference to the mastery state. The more competitive style of the mastery state (Apter, 2007) is communicated as runners in the advert seek to overcome challenges not against other runners but against the environment. The scenes of runners in the advert ascending stairs can be understood as being illustrative of the motivation to master a skill or situation, found within the mastery state.

Although far less explicitly evidenced than in the ASICS advert, elements of the challenge-skills component of flow can also be identified in this advert. This flow component can be interpreted in relation to the theme of ascending/rising and in relation to both the visual metaphors and narrative dialogue used in the advert. Although the advert does not present the experience of running in relation to any clearly visible level of challenge or skill it still draws on this developmental aspect of flow. The adverts ending message of "Taking me to the edge…" suggests an extension and development of the self (through running). This is something that Jackson and Csikszentmihalyi

(1999) state as integral to the functioning of the challenge-skills balance and access it provides to the experience of flow.

4.6.4. *Summary of the Theoretical Analysis*

The preceding theoretical interpretation suggests that a specific metamotivational profile (see table 4.3) of intra-autic paratelic mastery, and a specific type of optimal experience proposed by flow theory, underpin the representations in the advert. This theoretical positioning of the advert offers firm support for the view that Mizuno have attempted to present running as a pleasurable activity to be enjoyed for its own sake. The commercial message to the viewer is that purchasing a pair of Mizuno running shoes will help enhance enjoyment of their running experience. However, despite the narrative of the advert being dominated by autotelic experience, there is also the suggestion that the experiences associated with the advert and Mizuno as a brand are not merely playful ones. Instead, it would seem that these experiences offer something to be enjoyed but also to provide nourishment to the runner psychologically or even spiritually.

4.7.0. Case Study 3: Analysis of Saucony *'Find Your Strong'* Advert

4.7.1. *Organisation of Themes – Emergent & Higher Order*

Table 4.4. Summary of Identified Themes, States & Flow Component in Saucony Advert

Theme	Example From Advert	Time in Advert	RT States	Flow Components
1. Strength	▪ Title of advert ▪ Message at end of advert	0:57	Mastery Telic	Sense of control Skills-challenge balance
2. Self & Subjectivity	▪ Diversity of gender and ethnicity in featured athletes ▪ Diversity of athletic experiences depicted ▪ Narration: "Is it measured in miles or milliseconds"?	Whole ad Whole ad 0:12-0:15	Autic	
3. Natural Beauty	▪ Variety in settings throughout advert	Whole ad but Especially; 0:05, 0:17, 0:32, 0:35, 0:58	Paratelic	
4. Determination	▪ Facial expressions evidenced in athletes during 2nd half of advert	0:35, 0:38, 0:41, 0:49, 0:55	Telic	Clear goals Concentration on task
5. Dedication	▪ Early morning start for featured athletes	Whole ad	Telic	
6. Sunlight	▪ Presence of sunlight in most scenes	Whole ad but especially; 0:11, 0:22, 0:26, 0:34, 0:39	Paratelic	
7. Achievement & Satisfaction	▪ Group of male athletes celebrating ▪ Female runners reaching mountain summit	0:50 0:53	Telic Mastery Alloic	
8. Freedom	▪ Main male character in ad running topless	0:35, 0:49, 0:55	Negativist	Loss of self-consciousness

4.7.2. Descriptions & Theoretical Implications - Higher-Order Themes

Strength

Most obviously communicated through the title of the advert, *Find your strong,* strength can be identified as one of the primary themes in the advert. In the overall narrative journey in the advert, the featured athletes are first pictured in exhausted and contemplative poses before thrusting themselves into action and pushing themselves towards a goal. The goals the athletes work towards are not communicated in an explicit way and may be interpreted as being as simple as to keep on running. However, the effect in each of the depicted scenarios involving the featured athletes is to illustrate them *finding their strong* which can be interpreted by the viewer as having the strength to keep going.

In analysing the theme of strength using reversal theory, the mastery metamotivational state most readily comes to mind in which, as Apter (2007, p. 137) states, "the overriding aim is to feel strong". In this state an individual will be motivated to, or have the experience of, asserting some form of power or ability. The mastery state is also characterised by a feeling of or desire for control of some kind. However, it is important to recognise the difference between autic-mastery (wanting to be in control) and alloic-mastery (wanting someone else to be in control) (Desselles et al, 2014). Therefore, understanding the theme of strength in reversal theory terms must be done so in relation to autic-mastery.

This assertion is borne out by the visual narrative of the advert in which the featured athletes are all depicted in situations that require them to take control, assert bodily power and ability and to *find their strong*. Thus, a reversal theory interpretation of the advert would be that in asking the viewer to *find your strong* the advert is asking the viewer to find the autic-mastery state. Indeed, the rupture between the contemplative and placid first half of the advert and the dynamic and urgent second half of the advert, points towards the very depiction of a metamotivational reversal taking place.

Furthermore, in addition to the mastery and autic states, the theme of strength as identified in the advert also draws upon a third metamotivational state, the telic. Understanding the theme of strength primarily through the instruction to *find your strong* automatically presents a goal-directed message to the viewer, implying the operation of the telic state. In this scenario, motivation centres around the achievement of something (finding your strong) rather than the enjoyment of it. The portrayal of

runners finding their strong is presented in a way emphasising the seriousness of the telic state and eschewing the more easy-going and casual nature of the paratelic state (Apter, 2007).

This generalised goal is then communicated through the individual actions of the featured athletes in the advert in which a number of specific goals are pursued. Goals of sprinting and jumping over hurdles, running up a mountain, running along a steep and winding road and performing group sprints are all indications that the telic state is being evoked. The result of these reversal theory interpretations is that the theme of strength produces a strong metamotivational profile of telic, autic-mastery.

Furthermore, the theme of strength can also be seen to embody two of the core components of flow. Firstly, by being able to *find their strong*, the featured athletes in the advert are able to demonstrate the exhibiting of a sense of control. That is to say *finding their strong* allows the athletes to stay in control of the challenge they face. As the narrative of the advert develops, the viewer is presented with images of athletes all involved in a variety of challenges. The competence the athletes show in clearing the track hurdle or running up the mountain for example, work to impart the message that they are in control of their bodies and what they're doing.

Secondly, by *finding their strong* the athletes in the advert can be seen to be finding the strength to overcome the level of challenge they face. The viewer is left to infer that *finding your strong* is something that relies upon one's mental capacities to meet the level of challenge. However, to have the required level of skills can be seen as an equal requirement in that no matter how determined the sprint hurdler might be, if he doesn't have the technical skills, he won't clear the hurdle. Therefore, the stress that is put on the difficulty of challenge in the advert can also be understood as the portrayal of the level of challenge-skills balance required for the experience of flow.

The Self & Subjective Experience

As with the two previously studied adverts, the narrative of the advert appears to very much centre on the self and the meaning of the represented experience for the individual. This is particularly evident in the spoken narrative of the advert in which a series of questions about what *finding your strong* might mean is posed by the narrator. This narrative mechanism works to suggest to the viewer that *finding your strong* can be

interpreted in a number of different ways and is dependent upon the subjective experience of the individual.

This idea is also demonstrated through the diversity of athletes that are featured in the adverts, each one from the sprint hurdler to the female trail runners, representing a different experience. Further reinforcement of this assertion is also evident in the gender and ethnic diversity embodied by the athletes featured in the advert. The diversity of these representations works to highlight a range of different subjective experiences but ones sharing the over-arching theme of finding your strong.

The theme of the self and the subjective experiences that are represented throughout the advert points to the autic state. Whilst the featured athletes may share the same overarching goal of finding their strong, they are depicted in a way that suggests their motivation stems from their own rather than someone else's needs. This assertion is borne out by what the viewer may interpret as the need of the sprint hurdler to train for his discipline, or the need of the trail runners or longhaired male runner to run for the benefit of their own fitness. In reversal theory terms, the transactions taking place in the narrative of the advert primarily concern how the self is affected or gains from the situation (Apter, 2007).

However, when attention turns to the scenes of the group of young men training together, it could be argued that their actions can be understood in relation to both the autic and alloic states. That is to say, on the one hand the group of young men are training to satisfy their individual needs related to the sport they are involved in and the fitness levels required. Yet on the other hand, they may also be motivated by the needs of the other members of the group and the needs of the team as a whole in order for it to function properly. Thus, for part although not all of the time spent training together, the primary motivation felt may be the concern for the other synonymous with the alloic state (Apter, 2007). These considerations suggest that the thematic content identified in relation to the self and subjective experience can be understood predominantly but by no means exclusively, through the autic state.

Natural Beauty

One of the key themes identified in the Mizuno advert, the presence of natural beauty also dominated many of the scenes in this advert. Throughout the advert, stunningly colourful sunlit skylines and mountainous landscapes dominate the backdrop

of each scene. In addition, other features of the natural world such as a lake and the ocean, although occurring less frequently, can also be sighted. The effect of these backdrops throughout the advert is to seduce the viewer into the experience being represented and to want part of what is being shown.

From a reversal theory perspective, the theme of natural beauty can be seen to offer a contrast to the metamotivational profile associated with the theme of strength. What the proliferation of images of natural beauty suggests, is that the experiences in the advert are to be enjoyed in themselves rather than simply just a means to achieving a goal. This interpretation firmly places the emphasis on the paratelic rather than telic state, where "What one is doing has no significance beyond itself and is done for its own sake" (Apter, 2007, p. 41).

This presents a conflicting metamotivational understanding of the experiences represented in the advert then. On the one hand the viewer is presented with a clear and powerfully projected message of *find your strong*, evoking the telic (and mastery) state. Whilst on the other hand, the viewer is presented with a seductive set of images depicting beautiful settings to enjoy the experience of running, evoking the paratelic state. However, this state of affairs can be assimilated into reversal theory's conceptual framework. This is because the dynamic structure of reversal theory implies that the same event can be experienced in different ways over time, and that our interactions with the world are both inconsistent and self-contradictory (Apter, 2007).

Furthermore, it could be argued that what is being depicted in the advert is a far more accurate representation of experience than one that only recognises one half of a given metamotivational pair. The viewer is offered a represented experience of running in which one state (telic) within the means-ends pair may be more dominant but in which there is also space for its opposing (paratelic) state. Thus, within the narrative of the Saucony advert, running (and sprinting) can be understood as an experience that although predominantly serious and goal-directed, can also be enjoyable and pleasurable through means unconnected to goal attainment.

4.7.3. *Descriptions & Theoretical Implications - Secondary Themes*

Determination

Following on from the first identified theme of strength, the theme of determination can be identified as a further theme evidenced in the narrative, forming

part of the ingredients needed to *find your strong*. This theme is most notably communicated through the facial expressions of the featured athletes in the advert as they push themselves towards their goals. In recognising the role of determination in the narrative of the advert, it may be difficult to say where strength ends and determination starts. Clearly, the two themes are closely related and it could even be argued that *finding your strong* is simply another way of saying finding your determination.

The secondary theme of determination as already outlined, can be understood as directly derivative of the primary theme of strength. This would suggest that the theme of determination is likely to be connected in some way to the metamotivational profile of telic, autic-mastery associated with the strength theme. This connection is most evident in the theoretical relationship between determination and the telic state. Understood as a more serious emotion, the state of being determined would appear to fall closer in line with the goal-orientated telic state than the playful paratelic state. Moreover, the determination exhibited by the athletes in the advert is the determination to *find their strong* and achieve a specific goal relating to the activity they are involved in. Therefore, within the context of the advert, determination functions very much within the realms of the telic state.

This state of affairs tallies closely with Jackson and Csikszentmihalyi's (1999) account of the role clear goals play in the experience of flow, where individuals have a complete clarity of purpose and detailed understanding of their objectives. Indeed, focus on the contemplation and determination of the athletes carries ascendancy in the advert's goal-orientated narrative. Thus, it becomes the athletes' awareness of and concentration on goals rather than their specific completion of goals that most strongly resonates with the viewer.

Furthermore, the thematic evidence of determination as it transitions from the first half to the second half of the advert works to support another flow characteristic. As the athletes featured in the advert burst into action, they appear to be completely focused on what they are doing, be it running or sprinting, evidencing the flow characteristic of concentration on the task at hand. Although we cannot be phenomenologically certain if this is the case or not, the impression given to the viewer is that each and every athlete featured in the advert is locked in complete focus on the activity they are doing.

Dedication

More than just the portrayal of determination, the representation of the athletes in the advert also suggests that there is also a level of dedication present. This is most evident in the images of the sprint hurdler who is clearly at the athletics track for a training session at what appears to be the break of dawn. The specificity of the environment (athletics track, hurdles) and dress (Lycra running vest and shorts) coupled with the visual reference to a very early time of day, all combine to invite the viewer to interpret the scene as that of a dedicated athlete at work.

Similarly, the group of young men who can be seen in what appears to be some kind of team training session are also represented in a way that portrays dedication. Again the visual reference to early morning is present and the images of the men with their hands on hips and out of breath signifies hard physical exertion. The representation of them as a group invites the viewer to assume the men are part of a sports team so again the implication is that they are training and exhibiting dedication for a specific sporting purpose. This is reinforced by the presence in the background of what looks like some sort of grandstand banking, suggesting the men are training at a sports stadium of some description. The sporting references are less clear with the other athletes in the advert. However, the viewer can still infer that they are dedicated to achieving and maintaining a high level of fitness evidenced by their bodily appearance and the physical challenges they are engaged in.

In similar fashion to the theme of determination, dedication can be seen as an ingredient required in the pursuit of a goal. To be dedicated is to commit and apply oneself to a particular task, in this instance that task being running or sprinting. Due to the seriousness and level of intention behind the action of being dedicated, again one is inclined to assume the presence of the telic state. That is to say, dedication is more orientated towards achievement than it is enjoyment.

Sunlight

Again making for a strong parallel with the advert from Mizuno previously studied, a noticeable element of the Saucony adverts' visual narrative is the presence of sunlight in almost all of the scenes. In most of the advert's scenes, the sun appears to be set low in the sky suggesting as already mentioned in the descriptive commentary, either sunset or sunrise. Although it is not possible to claim with complete certainty, the more likely of the two scenarios would seem to be that the sun is rising as was also suggested for the first two adverts under study.

Moreover, the idea that the first thing you do after getting out of bed is to train and exercise the body, works to reinforce the importance of the activity as taking priority in the chronology of the day. The presence of the sun can also be interpreted as something taking on positive properties in the form of warmth and light as opposed to the more negative connotations of dark and cold. This metaphorical interpretation of the visual imagery of the sun also suggests that the advert is attempting to portray a series of positive experiences through its narrative.

In addition to making up a significant part of the higher order theme of natural beauty, the theme of sunlight works to reinforce the thematic position of dedication within the advert. This means that the theme of sunlight can be understood in relation to both sides of the telic-paratelic pair. On the one hand the low position of the sun works to communicate to the viewer that it is early in the morning with the sun having not fully risen. The implication being that a level of dedication has been required to get out of bed and train so early. On the other hand, the way the sunlight occupies the majority of scenes throughout the advert functions as the primary factor in the visual appeal of the advert and the communication of the represented experiences as pleasurable. The theme of sunlight then, can be understood to evoke both the telic and paratelic states.

Furthermore, although not drawing on any specific characteristic of flow, the presence of sunlight also works to help present an experience the viewer may interpret as optimal. A conventional perception of a perfect day is likely to be one that is warm and sunny rather than cold and rainy. The deliberate use of sunlight throughout the scenes in the advert carries far more positive connotations than that associated with dark for example.

Achievement & Satisfaction

Although the narrative is not dominated by an explicit goal-orientated theme, the scenes towards the end of the advert depict a sense of achievement and satisfaction. This is most clearly illustrated through the scene of the team of young male athletes jumping and appearing to celebrate together. The implication may be simply that they have enjoyed a good training session together but there is also implication of camaraderie and shared goals in the satisfaction they are portrayed experiencing.

In addition, the scene of the two female trail runners nearing the summit of the mountain they are running up carries a powerful visual metaphor. Clearly these women

are about to achieve success in that they have almost made it all the way up the mountain. However, together with the increased intensity of the music, the image captivates the dominant message of the advert; *finding your strong*. This message presents a satisfaction that may be linguistically ambiguous but is powerfully represented through the imagery of the advert. Moreover, this particular image in the advert can also be interpreted in relation to the theme of ascending/rising previously identified in analysis of the ASICS and Mizuno adverts.

The theme of achievement instantly evokes the telic state, since in order to achieve something it is implied that a goal must be in place, as a measure of that achievement. As already mentioned, although the presence of goals is not explicitly communicated in the advert it is nevertheless both linguistically implied and visually referenced. Just as *Find your strong* can be interpreted in relation to the master-theme of strength and the sub-theme of determination, it is also relevant to the achievement theme. That is to say, *find your strong* could just as easily be interpreted as shorthand for *achieve your goal.* Although the images associated with this theme do not represent the explicit achievement of a goal, they do nonetheless infer that by finding their strong, the athletes in the advert have been able to achieve something.

Freedom

Similarly to the Mizuno advert, the representation of running in the Saucony advert communicates a sense of freedom in elements of its narrative. This is most readily identified through the depiction of the main male character in the advert running topless in each of the scenes he features in. Whilst these scenes do not necessarily communicate a rebellious act taking place, they do communicate the value of freedom associated with satisfaction of the negativist state (Wright 2016, citing Apter, 2003). Furthermore, these scenes can also be interpreted as projecting another characteristic of flow, a loss of self-consciousness. Depiction of the main character running topless suggests that he is immersed in the activity of running and his attention is not occupied by consciousness of external perception of his appearance.

4.7.4. *Summary of the Secondary Theoretical Analysis*

The preceding theoretical interpretation suggests a specific metamotivational profile (see table 4.4) of intra-autic paratelic and telic mastery, and a specific type of optimal experience proposed by flow. These interpretations suggest that the experiences

presented in the advert are both highly optimal and mastery orientated. Thus, whilst the goal-orientated telic state may not be communicated as much as in the studied ASICS advert, the narrative of the Saucony advert would appear to still be very much driven by the twin themes of optimal performance and experience. The potential synthesis and explanatory power of the theoretical co-existence of reversal theory and flow has emerged as a key observation in this study and something worthy of future research. However, the discussion will now move onto some of the comparisons and contrasts between the three adverts to document the study's further findings.

4.8. Drawing the Three Case Studies Together

4.8.1. Thematic & Theoretical Comparisons & Contrasts Between the Three Studied Adverts

Rigorous and systematic analysis of the three adverts detailed in this study has provided multiple insights into the narrative structure and consumer promise they each contain. This has revealed both a commonality and a contrasting of themes and theoretical observations. At the surface, all three adverts appear to share similar narrative and marketing message. The basic narrative of each advert is one portraying running experiences containing some kind of resolution; *better your best, run for the moment*, or *find your strong*. The fundamental message communicated to the viewer is that consumption of ASICS/Mizuno/Saucony running shoes will enhance that experience.

In conducting the preceding analysis of each advert, the fundamental question has been 'what type of running experience is being presented to the viewer/consumer?' Application of flow and reversal theory has enabled a reading of each advert able to penetrate the superficial marketing layer and articulate deeper understanding of these represented experiences. Using these two theories it has been possible to identify the psychological and emotional constituents being represented through the experience of running in each advert.

4.8.2. Reversal Theory Comparisons and Contrasts Between the Three Studied Adverts

In relation to metamotivational state and starting with the means-ends pair, each of the three adverts has been shown to carry a different profile. The ASICS advert is dominated by the telic state, the Mizuno advert by the paratelic state, and the Saucony

advert carries a mixture of both telic and paratelic experience. This means then that the ASICS and Mizuno adverts can be said to have more clearly defined profiles in this context, whilst the Saucony advert may carry a wider but potentially more diluted appeal.

Moreover, this means that different satisfactions are being presented to the viewer in each of the adverts. The ASICS advert presents the satisfaction of the achievement of a goal, the Mizuno advert satisfies through the enjoyment of the activity, and the Saucony advert alludes albeit less explicitly, to both. Through using reversal theory however, comes the recognition that these satisfactions do not exist in isolation. Instead they must be understood in relation to the prevalent state in each of the other three metamotivational domains. This allows the full complexity of the represented experience to be understood and the experiential satisfaction on offer to be fully identified and appreciated.

Turning to the mastery-sympathy metamotivational pair next, analysis has revealed that all of the three adverts are indicative of the mastery state to a greater or lesser extent. On the one hand, the mastery state works as a subtle foundation for the experiences represented in the Mizuno advert, whilst for the other two adverts it carries a far stronger presence. Both the ASICS and Saucony advert clearly place mastery and the assertion of power as a prominent satisfaction within the experience presented to the viewer.

However, any claims on the operating of the mastery (or sympathy) state must also be considered in relation to the autic and alloic states. This is because the reversal theory literature tells us the transactional states of the mastery-sympathy and autic-alloic pairs can have differing meaning depending on who the subject or recipient of the dominant state in the mastery-sympathy pair is (Desselles et al, 2014). That is to say, wanting to be in control and powerful (autic-mastery) provides a different motivational drive than wanting to help someone else to be powerful or to succeed.

With this in mind it is apparent that what is being represented in each of the three adverts is not a state of alloic-mastery. However, the individual running experiences that dominate the narrative of the three adverts do not involve any significant transaction with others. Instead they are performed alone, with the terrain and landscape providing the only interaction experienced by the prominent characters in each advert. So, although there is a strong presence of both mastery and autic states

across the three adverts, it would appear that what we are in fact seeing represented are states of intra autic-mastery. That is to say, a state of self-orientated mastery in which the focus is on one's relationship with one's self rather than with others.

Apter (1988) has stated that it is theoretically possible to experience the autic state through transactions that do not involve people such as transactions with objects or simply with situations. However, Apter (1988) also goes on to suggest that the intra-autic state combined with mastery is closely correlated to the experience of doing physical exercise. For Apter, in this scenario the "I is attempting to master control and dominate me'" (1988, p. 342). This state of intra-autic mastery and ensuing internal struggle can be understood to play out across the represented experiences of all three adverts, most notably and explicitly that by ASICS.

The absence of both the sympathy and alloic transactional states across all three adverts then, sends out a clear message as to how the three running shoe companies wish to represent the experience of running. The lack of evidencing the sympathy state perhaps suggests that running shoe companies do not see experiences based on care as effective for marketing their products. The absence of the alloic state suggests that running is perceived as very much an individualised activity amongst running brands. In addition, the lack of an autic state requiring transactional outcomes with others can also be interpreted in relation to the concept of competition. The autic-mastery typical of a competitive sporting experience may be perceived to alienate some consumers, with the internal competition of the intra-autic-mastery state perhaps seen as more commercially inclusive.

This point of theoretical convergence surrounding the three studied adverts can also be extended to include the rules orientated conformist-negativistic pair. In the same way that all three adverts place a strong emphasis around the state of intra-autic-mastery, they also appear to largely neglect both of the two rules orientated states. Work by Tucker (2012) has demonstrated the potential marketing power of both the conformist and negativistic states. In the context of running, this can be best understood through the negativistic satisfaction of freedom. This is something that the preceding analysis alluded to in the Saucony and Mizuno adverts but which was not considered as an integral part of each advert's narrative.

The primary metamotivational point of divergence for the three studied adverts then, occurs squarely at the telic-paratelic axis. It is the extent to which each of the three

adverts draws on each half of the means-ends pair that most strongly defines and distinguishes them. Also understood as a serious-playful pairing, the placement of the three adverts within the telic-paratelic domain helps to define the promise of each advert further. By way of the experiences they present, ASICS positions itself as the most serious brand, while Mizuno does so as the most playful of the three. This leaves Saucony sitting somewhere in between the two.

4.8.3. Flow Theory Comparisons and Contrasts Between the Three Studied Adverts

The preceding analysis has provided a clear demonstration of the relatedness of the three studied adverts to the concept of flow through the identification of key flow characteristics in them. However, these characteristics have by no means been identically applied to all three adverts. Although none of the three adverts comprehensively depicts all nine flow characteristics, there is a wide coverage of the characteristics across the three adverts. Within this coverage there are several areas of commonality and three key areas of uniformity. These three areas of uniformity, the characteristics of challenge-skills balance, concentration on the task in hand, and a sense of control provide vital insights into the shared perception of optimal experience as articulated by the three studied brands.

Starting with the challenge-skills balance, the consistency of this characteristic across the three adverts suggests all three brands share a belief that extending and pushing oneself motivates their consumers. This highlights the discourse of optimal performance surrounding the three brands and can be seen as an important commercial marker of difference to more leisure orientated brands. Within the challenge-skills balance it is important to recognise that in a flow-like state the challenge posed to the individual will always be one that can successfully be met (Fritz & Avsec, 2007). Thus it can be inferred that all three brands market themselves and their products as a key intermediary in the process of extending oneself to meet the challenges the consumer embraces.

Furthermore, the developmental aspect of the challenge-skills balance (i.e. that the two components must continue to increase in line with each other for flow to occur) promotes continued consumption of each of the brands. That is to say the challenge-skills balance characteristic of flow provides the ideal analogy for continued consumption of each brand's products. Without recognising this dimension of the challenge-skills balance the perception could be that consumption is only required to

meet one particular challenge. Instead, by identifying themselves with the skills-challenge characteristic of flow, the three brands associate themselves with a process of on-going self-improvement, supported by consumption.

The second characteristic of flow universally identified across all three adverts, that of concentration on the task in hand provides another albeit more implicit reference to the discourse of optimal performance. The ability to concentrate on the task and challenge facing the individual is reported to be one of the most often-experienced dimensions of flow (Csikszentmihalyi, 1990). Thus the implication drawn from the advertising of the three brands is that the reliability and performance of their products allows the individual to focus on what is important – the task at hand.

Further, the references made in the three adverts to the ability to concentrate and focus also has another important function. Although only referred to explicitly in the Mizuno advert, the ability of the high level of concentration required in flow allows the individual to block out unwanted thoughts or worries. This leads to a state that Csikszentmihalyi has called "psychic negnentroy" (1990, p. 59) meaning the dominance of positive thoughts and emotions and the exclusion of negative and anxiety provoking ones. This is without doubt a powerful association for the three running brands to create in the minds of the consumer, in which the use of their products carries an almost therapeutic value.

The third flow characteristic common to all three adverts, a sense of control, is interpreted most strongly from the control the athletes in all of the three adverts exhibit over their bodies. Jackson and Marsh's description of this flow characteristic as "a sense of exercising control…without the person actively trying to exert control" (1996, p. 19) perfectly describes the athletes in the three adverts. The athletic mastery the depicted athletes exhibit in their movements in all three adverts suggests that they have full control of what they want their bodies to do. In much the same way as has been suggested with relation to the previous two flow characteristics, the implication is that the products of ASICS, Mizuno and Saucony facilitate this bodily control.

Csikszentmihalyi (1990) describes the control dimension of flow as an experience that is less about being in total control but more about not having to worry about a loss of control. There are many situations in everyday life where we may feel a loss of control and feelings of anxiety as a result. However, the running experiences of the athletes in the three studied adverts offer an alternative to this uncertainty. The

alignment of the three brands with this particular characteristic of flow again works to enhance positive feelings and eliminate negative ones through the experience of running.

The three dimensions of flow discussed that apply equally to all three adverts can also be understood more broadly as embodying positive feelings and emotions. Discussing the relationship between positive feelings and flow, Csikszentmihalyi (1999) states that during flow the concentration and effort required will often not allow for positive feelings or happiness to be felt. However, once the flow experience is over, a highly positive mental state will usually be experienced.

Making this association with a more general positive psychological state indicates that the satisfactions projected in the three studied adverts go beyond the specific characteristics of flow and a single point in time. Instead, the broader connotation that consumption of ASICS, Mizuno or Saucony products will enrich one's life can be understood as being embedded in the representations of the advert text. This enrichment can be interpreted in a number of ways, however one particular way of comprehending what is projected to the viewer is the concept of enjoyment as defined by Seligman and Csikszentmihalyi (2000).

For these authors, enjoyment must be understood as more than a momentary sensation and instead a feeling of positivity and satisfaction that comes from extending and challenging oneself. So whereas many adverts may be presenting experiences understood through the more momentary and needs based feelings of pleasure, the projection of enjoyment offers a deeper fulfilment. According to Seligman and Csikszentmihalyi (2000) it is enjoyment rather than pleasure that has the greatest bearing on long-term personal growth and happiness. Reflecting on these two different experiences (enjoyment versus pleasure) then, offers a further concept to strip back the layers of meaning contained within the three studied adverts. This suggests that whilst the pleasure orientated paratelic state is not dominant across the three studied adverts, the value of enjoyment does permeate the experiences presented in all three adverts.

It has been noted that all three brands share similar market positioning and present similar experiences in their advertising. However, a core objective of advertising is to showcase the uniqueness and special qualities of a brand (Broadbent & Cooper, 1987; Kotler et al, 1991). Identifying the significant points of difference with regard to the representation of flow characteristics in their advertising can reveal

important clues to each brand's projected uniqueness. The key points of difference between the three studied adverts in relation to flow theory centre around three dimensions of flow; action-awareness merging, loss of self-consciousness and the transformation of time.

Csikszentmihalyi (1990) explains the action-awareness merging dimension of flow as the experience of no longer feeling separate from the action one is performing. This dimension of flow plays a key part in one of the overall characteristics of flow experiences; that of complete absorption in what one is doing. Of the three studied adverts, the most identifiable depiction of this can be seen in the Mizuno advert and the harmony that is portrayed between the athlete's body and the environment.

This marks a notable distinction between the three studied brands and their adverts. The message implied through the represented experiences in the Mizuno advert is that wearing Mizuno running shoes will help to make the experience of running enjoyable and effortless. In contrast, the experiences conveyed through the ASICS and Saucony adverts imply that wearing their products will allow you to overcome struggles and meet the challenges you set yourself. These narratives found in the ASICS and Saucony adverts are far more in line with the challenge-skills balance dimension of flow.

When referring to the loss of self-consciousness dimension of flow, there are some particular images from the Saucony advert that strongly align with the experience of this characteristic. The images of the male runner dressed in only his shorts and running shoes convey a strong sense of the kind of lack of self-preoccupation Csikszentmihalyi articulates in this dimension of flow. This characteristic aligns the Saucony brand with a sense of freedom that can be experienced from using the brand's products that is far less discernable in the experiences of the ASICS advert. Although the Mizuno advert does invite the viewer to engage in a sense of adventure through the experience of running, it does not articulate it through a loss of self-consciousness.

A further notable area of difference between the three adverts in relation to the nine characteristics of flow concerns the transformation of time. Jackson and Csikszentmihalyi (1999) suggest that flow experiences are typically associated with the shortening of time, where the individual is so immersed in the activity that time appears to accelerate by. However, the reverse is also experienced during flow and this is a defining characteristic of the experiences presented in the Mizuno advert. The stretching

out of time and pleasurable immersion in the activity of running portrayed in the Mizuno advert provides a stark contrast to the more time-pressured and achievement-orientated narratives of the ASICS and Saucony adverts. This theoretical contrast between adverts works to underline the present (rather than future) time orientation of the Mizuno advert, and communicate the process rather than outcome orientation of the paratelic state.

4.8.4. *Limitations of the Presented Analysis*

Although made within a clearly defined and systematic methodology, the analysis presented does nevertheless rest largely on the subjective interpretations of the researcher. Whilst every opportunity has been taken to provide evidence for the theoretical assertions made, they are ultimately the product of a single viewpoint. However, the ontological position of the study does not claim to be investigating an objective and tangible reality in the positivist sense. Instead the position of the present study should be understood through the ontologies of interpretivism and constructivism. These perspectives understand the reality under study as being multiple and constructed (Tadajewski, 2006), and meaning as emerging through construction rather than discovery (Crotty, 2003). That is not to say however, that gaining secondary interpretations would not help to enrich understanding of the meaning contained within the three studied adverts. This is a methodological strategy that will be pursued in the third study of this research project.

Secondly, the fabricated and inanimate nature of the advertising texts analysed in this study means that the author of the studied experiences cannot verify the interpretations and assertions made. The theoretical assertions made in this study can only be measured by observation and second hand interpretation rather than first hand subjective verification. This limitation is understood in comparison to the analysis of a typical interview text, where the researcher has the opportunity to probe the author of the text for clarity and to 'test out' possible interpretations. This however, can be recognized as a limitation of any culturally produced text, be it an advertisement, a literary work, or other such cultural texts, and does not mean they should not be studied.

Furthermore, it must be conceded that the epistemological values of reversal theory have not been fully adhered to in the present research study. The study has not been able to access the subjective experience required to fully interpret behavior in reversal theory terms. Instead, the study has had to make external observation followed

by inferences about what may be being experienced. This means that the arguments presented for how the individuals in each of the three studied adverts are experiencing running have a theoretical but not a phenomenological foundation to them.

These limitations also apply to the application of the equally phenomenological flow theory in which only the individual themselves can know if they have experienced flow or not. The highly subjective nature of flow (and its components) makes identifying it highly difficult without knowledge about what the individual in the flow situation was experiencing at the time. Even then, Jackson and Csikszentmihalyi (1999) have suggested that this can be less than clear-cut.

4.8.5. *Evaluating the Overall Effectiveness of the three studied Adverts*

Examining the three studied adverts in relation to the representation of flow characteristics helps to extend understanding of the commonalities and differences between them beyond metamotivational state. In looking at the commonalities of the three adverts, each advert vividly presents an optimal experience achieved through running that draws upon the intra-autic mastery state and several characteristics of flow. The various forms these representations take across the three adverts produces seductive and desirable experiences of running.

However, it may also be argued that these optimal experiences do not reflect the reality of running experiences for many people, particularly those of less experienced or less physically conditioned runners. The range of models/actors used across the three adverts all exhibit the sort of well-conditioned athletic bodies that running novices may not. This bodily reflection of physical mastery suggests that all three adverts may be alienating the experiences of less able and less experienced runners.

The assertion here is that all three adverts may appeal to, and be more successful at engaging, those consumers already immersed within mainstream running culture than those who are not. In this sense, all three adverts can be seen to be very much 'preaching to the converted'. That is to say, the adverts all present a range of optimal experiences that the more physically able and experienced consumer-athlete is more readily able to relate to. Put in more straightforward terms, the represented experiences in all three adverts would appear to appeal far more to those consumers who strongly identify themselves as runners than those that do not. This is one of several hypotheses that the data collected in study two will aim to test.

4.8.6. Chapter Summary

This study has applied concepts of reversal theory and flow theory in order to articulate understanding of the running experiences contained within the studied advertisements of ASICS, Mizuno, and Saucony. The application of reversal theory in particular and application of the theory's metamotivational states has been shown to be an effective tool for classifying the satisfactions presented in experiential advertising. The study has presented a method for brands to audit the psychological content of their own and rival brands' experiential advertising.

Furthermore, the analysis presented has found the theoretical frameworks applied to be effective tools for identifying the overarching meanings and subtle differences between the three studied adverts. The result of this has been the identification of three different experiential satisfactions presented to the consumer in what on the surface appears to be three highly similar advertisements. In short, synthesis of reversal theory and flow theory has revealed the experiences presented in the three studied adverts to share an optimal quality that contrasts metamotivationally.

Chapter 5.0: Documenting Changes in Metamotivational State & Affect in Response to Watching a 60-Second Running Brand Advert

5.1. Study Abstract

The study presented in this chapter is designed to develop the thesis by testing the metamotivational hypotheses for each advert produced as a result of the analysis made in study 1. In addition to examining the metamotivational effects of the three studied adverts, the study also seeks to examine their emotional impact on participants. In order to achieve this end, a questionnaire comprising the Reversal Theory State Measure (RTSM) and Positive And Negative Affect Schedule (PANAS) was completed by 500 undergraduate participants. Results of the study provided the most significant scholarly empirical evidence to date of the occurrence of metamotivational reversals but the hypothesized effects of the three adverts were only partially supported. The study also produced results showing significant relationships between positive affect and purchase intentions and between positive affect and running activity of participants. However, the ability of the three adverts to instil purchase intentions was low.

5.2. Introduction & Aims

5.2.1. Introduction & Rationale for the Study

The preceding chapter has provided highly detailed and rigorous analysis of the three adverts under study. This has been made in relation to the primary explanatory framework of reversal theory, and the secondary explanatory framework of flow theory. However, despite producing a number of valuable conceptual insights into understanding what is being presented in the three studied adverts, the first study reveals little about the effect of the three adverts. If adverts are understood as forms of persuasive communication (Tybout, 1989), then the effect of watching any given advert should in the broadest sense, encourage the viewer into some kind of related behaviour.

In reversal theory terms, the effect on motivation (and therefore metamotivational state) that an advert produces would be a key measure of its effectiveness. This has yet to be empirically tested, although Tucker (2012) has been able to illustrate how metamotivational states may be manipulated and changed through the use of adverts. This makes adverts a potentially powerful medium, as to date the reversal theory literature has stressed the difficulty in manipulating state reversals in light of Apter's (2001) assertion that they are involuntary processes. However, as the

theory develops, Desselles and Apter (2013) have predicted that the scholarly focus will centre more on the manipulation, rather than the identification and description of states. Manipulating and subsequently documenting changes in metamotivational state can also be understood as answering Cramer's (2013, p. 14) call for "more rigorous and theory-driven hypothesis testing" in reversal theory.

So it follows that with regard to the preceding analysis of ASICS, Mizuno and Saucony advertising, measuring the effect of adverts on metamotivational state is both a valid and novel empirical step to take. In order to achieve this objective, it is necessary to employ a state-based measure covering all four metamotivational domains. This is something that until very recently was only available as a trait-based measure in the form of the Motivational Style Profile (MSF) (Apter et al, 1998). However, the recent development of the Reversal Theory State Measure (RTSM) by Desselles et al (2014) presents the ideal measurement tool for the purposes of this study. The RTSM is a state-based measure that covers all four metamotivational domains and can be employed in a shorter (bundled) or longer (branched) version, providing flexibility for how it is used.

In addition to reversal theory states, the current study will also aim to measure some aspects of positive psychology that were perceived in the three adverts in study one. This primarily relates to different components of flow as asserted by Jackson and Csikszentmihalyi (1999) that were identified in the three adverts. However, the standard methods for measuring constructs of flow, the Short Flow State Scale (SFSS) (Jackson & Marsh, 1996) or the Experience Sampling Method (ESM) (Larson & Csikszentmihalyi, 1983) would not be suitable for use in this study. This is because the SFSS is based on the experience of performing an activity for an extended period of time, so could not accurately be transposed to measure responses to adverts. Although the ESM is designed to be implemented as a momentary and instantaneous measure, the phenomenological possibility of a sixty second advert inducing a flow state is very remote. Thus, the current study must explore and attempt to measure other aspects of positive psychology contained within the discourse of the three studied adverts.

Revisiting the previously discussed literature on transformative and informative advert types reveals that transformative adverts are more likely to elicit emotional responses in viewers than their informative counterparts (Edell & Burke, 1987). This suggests that the measure of emotional responses to the three (transformative) adverts used in the current study would be a suitable dimension of positive psychology to

examine. Furthermore, the assertion that flow causes positive affect has been previously articulated (Maddux,1997; Hoffman & Novak, 1996; Jackson, 2000) and empirically evidenced (Csikszentmihalyi & Wong, 1991; Massimini et al, 1992; Csikszentmihalyi & Hunter, 2003; Akasawa, 2004; Chen, 2006) within the literature.

Moreover, qualities such as high energy, complete concentration and enjoyable engagement reflected in the PANAS' conceptualisation of positive affect (Villodas et al, 2011) overlap with some of the nine characteristics of flow identified by Jackson and Csikszentmihalyi (1999). Most importantly, the relationship between flow and the positive emotions particular to the PANAS has been found to be one that is significantly positively correlated (Mundell, 2000, cited by Rogatko 2009, p. 136; Rogatko, 2009). Therefore, this study will also draw on aspects of positive psychology contained within the Positive And Negative Affect Schedule (PANAS) (Watson et al, 1998). The PANAS offers an easy to administer method that is relevant to the experience of watching an advertisement and the findings of this thesis' previous study.

5.2.2. *Study Aims, Research Questions & Hypotheses*

The introduction and rationale behind the study directs the research aims towards understanding the metamotivational and emotional effects of the three studied adverts. In addition, as a piece of commercially funded research, the study also aims to examine the commercial impact of the three studied adverts on viewers. With these three objective strands in mind, the key research questions the study aims to address can be articulated as follows.

Strand One – Metamotivational Effects of the Three Viewed Adverts

- What effect do the three studied adverts have on metamotivational states when watched?

  o How do these effects compare to the hypothesized effects based on findings of the first study?

  o Do these effects differ between runners and non-runners?

From the analysis conducted in study 1, a metamotivational profile explaining the dominant states implicit in the experiences presented in each of the three adverts was produced. It should be noted that the profile for each of the three adverts refers to

what the researcher interpreted as being presented and not necessarily what he experienced when watching the adverts. However, previous research has indicated that evaluating the content of videos can be used to then elicit the same perceived qualities on viewing participants. This has been done for the purposes of inducing mood (Park & Banaji, 2000), affect (Wang & Kaplanidou, 2013), and metamotivational state (Kuroda et al, 2011). Consequently, three hypotheses based on the advert profiles outlined below in table 5.1 can be formulated regarding their anticipated metamotivational effects.

Table 5.1 *Metamotivational profiles for 3 studied commercials & related hypotheses*

	Dominant State in Metamotivational Domain		
Video Advert	Telic-Paratelic	Crossed-Transactional	Conformist-Negativist
ASICS	Telic	Autic-Mastery	Neutral
Mizuno	Paratelic	Autic-Mastery	Slightly Negativist
Saucony	Telic & Paratelic	Autic-Mastery	Slightly Negativist

H 1: The three adverts will affect the telic and paratelic states differently; the Mizuno advert will be experienced as paratelic-dominant, the ASICS advert will be experienced as telic-dominant

H 2: There will be similarly high post-viewing levels of the autic-mastery state experienced by participants for all three videos.

H 3: There will be a smaller effect on the conformist and negativist states compared to the other pairs of states but with the Mizuno and Saucony adverts producing slightly higher levels of negativism in participants.

Strand Two – Emotional Effects of the Three Viewed Adverts

- What effect do the three studied adverts have on positive and negative affect when watched?

  o Does this differ between the three adverts?

  o Does this differ between runners and non-runners?

From the analysis conducted in study 1, identification of several components of flow in each of the three adverts was used to interpret the three adverts as presenting optimal (running) experiences. The present study will measure a corollary of optimal experience, positive affect. Whilst participants in the current study are not expected to experience flow, the projection of flow-like states within the three adverts is expected to have an effect on viewers. Therefore, based on the relationship between flow and positive affect documented by scholars, a fourth hypothesis based on the findings of study one can be formulated regarding the anticipated effect of the three adverts.

H 4: The three viewed adverts will each cause the experience of positive emotions in viewers to increase as a result of watching them.

<u>Strand Three – Commercial Effects of the Three Viewed Adverts</u>

- Does watching the three studied adverts increase the intention of viewers to purchase products associated with the viewed advert?

    o Does this differ between the three adverts?

    o Does this differ between runners and non-runners?

    o Does either metamotivational state or affect experienced by viewers impact the level of intention to purchase experienced?

5.3. Review of Literature

The relationship between previously conducted studies and the current study can be traced through two main areas of investigation. Firstly, there is the relatively small body of work related to reversal theory that has sought to examine and measure metamotivational states. Secondly, there is the larger body of research concerned with the measurement of audience or consumer responses to advertisements. The following review of literature will seek to articulate the present study's relationship to and development of previous work in both these areas.

5.3.1. Reversal Theory & The RTSM

Within the history of reversal theory there has been a tradition of research measuring metamotivational dominance, i.e. trait-based studies. Early studies of

metamotivational dominance utilised the development of the Telic Dominance Scale (Murgatroyd et al, 1978), (e.g. Svebak & Murgatroyd, 1985; Martin et al, 1987). These were followed by further studies following the development of the Negativism Dominance Scale (McDermott, 1988) (e.g. Vlaswinkel & Kerr, 1990). Several studies also made use of both the telic and negativist dominance scales (e.g. Cogan & Brown, 1989; Tacon & Abner, 1993). The creation of the Motivational Style Profile (Apter, Mallows, & Williams, 1998) allowed studies to measure dominance across the full spectrum of metamotivational domains (e.g. Sit & Lidner, 2006).

The first state-based measure developed within reversal theory was the Telic State Measure (TSM) (Svebak et al, 1982; Svebak & Murgatroyd, 1985). A second measure of state within the telic-paratelic pair was also later developed; the Telic/Paratelic State Instrument (T/PSI) (O'Connell & Calhoun, 2001). Previous studies have almost exclusively focused on examining state changes within this pair of states (e.g. Svebak et al, 1982; Walters et al, 1982; Svebak, 1985; Lafreniere et al, 1988; Barr et al, 1993).

As a development of the measures limited to the telic-paratelic pair of states found in the TSM and T/PSI, a measure of both somatic pairs of states was developed by Cook et al (1993). The Somatic State Questionnaire (SSQ) is able to document state in both the telic-paratelic and conformist-negativist pair. However, published research utilizing this measure has been rare; one example being Lafreniere's (1997) study of daily stress in undergraduate students. Other state measures have also been produced to examine specific metamotivational pairs; The Negativism State Measure (O'Connor, 1992) and The Autic Mastery-Sympathy State Measure (O'Connell & Brooks, 1997). Once again though, published studies resulting from these measures are scarce.

In more detail, key examples of the scale of previously documented empirical evidence of metamotivational reversals includes the following studies; Lafreniere et al's (1988) study of reversals within the telic-paratelic pair using the Telic State Measure (TSM) documented reversals in all but three of the study's 36 participants. Barr et al (1993) were also able to document reversals using the TSM in nineteen of thirty participants asked to solve a children's puzzle (cited in Apter, 2007, p. 59-60). Kerr and Tacon (1999) documented reversals from the telic to paratelic state occurring before and after completing a student examination in several of their study's 65 participants, again using the TSM. Adopting a qualitative approach based on the TSM, Bellew and

Thatcher (2002) documented a total of 22 occurrences of reversals within the telic-paratelic pair in a study of 20 male rugby players. Males et al (1998) also conducted a qualitative study of the metamotivational experiences of athletes. Although it was only based on a sample of 10 slalom canoeists, it can be acknowledged as a rare example of a study tracking reversals across all metamotivational domains.

In addition to the lack of empirical documentation across the full range of metamotivational states, the studies cited above are also notable for two further differences from the current study. Firstly, the relatively small sample sizes. Of the research cited, Lafreniere et al's (1988) study comprising 36 participants remains the largest previous sample utilized to document metamotivational reversals. Secondly, the temporal dimensions of the studies. Lafreniere et al (1988) can be cited as an extreme example in carrying out their study over a period of 2 hours. However, the length of time used to track reversals in the studies cited above appears to be longer than that planned in the current study.

The current study aims to improve on the temporal agility of previous studies. However, the reason prior research has been limited in its metamotivational breadth is the availability of suitable state measures. The lack of access to a state-based measure that covers all four metamotivational domains has clearly been the main factor in the limitations of previous state-based research. This is something that was rectified through development of the RTSM (Desselles et al, 2014).

However, in their development of the RTSM the authors did not administer the instrument as a repeated measure, thus were unable to track changes or reversals in metamotivational state. The ability of the current study to both measure state across all four metamotivational domains and track reversals in a short period of time represents a fundamental development of existing reversal theory research. Furthermore, the current study can also be understood as a significant development of previous work making application of reversal theory to consumer behaviour and advertising.

5.3.2. *Reversal Theory, Advertising & Consumer Behaviour*

To date there have only been a handful of studies that have applied reversal theory to either of these areas of enquiry. Jung et al (2014) are one of only two authors to have published work on advertising in relation to reversal theory. Their study of interactive online adverts only examined the telic and paratelic states however.

Although they found that the operative metamotivational state at any given time can affect advert persuasiveness, they did not measure this in relation to recognised marketing variables such as intention to purchase.

The work of Davis (2009) studying mobile commerce services and advertising is a rare example of work measuring all four metamotivational domains in relation to any form of advertising. The author found that the frequency consumers engaged with mobile advertising messages was governed by their metamotivational state. However, since there was no fully comprehensive state measure available to the author, the study had to employ its own measures of metamotivational state in relation to the use of mobile advertising. Thus it remains unclear as to the underlying construct validity and internal consistency of the measure used.

Despite the limitations cited, the work of these authors should be recognized as valuable contributions to the small body of work using reversal theory to challenge homeostatic accounts of consumer behavior. The work of both Gillham et al (2003) and Crete (2008) has used reversal theory to demonstrate how shopping environments (physical and virtual respectively) are experienced through different consumer motivations. A central limitation though with both studies, is that once again they only focus on motivation experienced within the telic and paratelic states. Despite this limited application of reversal theory, there have been a number of studies concerned with measuring other types of responses to advertising. Most pertinent to the current study and its measurement of positive and negative affect, is the body of literature on emotional responses to advertising, spanning over thirty years of research.

5.3.3. *Emotional Responses to Advertising*

Although the emotion of desire was incorporated into the first known advertising model by Strong in 1925, scholarly interest in the emotional dimension of advertising did not grow much until the 1980's. This was the result of earlier cognitive response paradigm (Batra & Ray, 1986) and information processing accounts of consumer response to advertising beginning to come under question (Holbrook & O'Shaughnessy, 1984). Academics such as Zajonc (1980) began to argue that emotional responses were both independent and more instant than cognitive ones. Other authors (Ambler & Burne, 1999; Du Plessis, 2005; Hall, 2002) asserted that emotions were in fact dominant of cognition and so should be considered more important in consumer response to adverts (Poels & Dewitte, 2006).

One way in which emotional processes have since been integrated into advertising research is through the concept of Attitude Toward the Ad (A_{Ad}). A meta-analysis study by Brown and Stayman (1992) was able to identify over sixty research articles relating to A_{Ad} in the decade prior to publication of their study. A_{Ad} can be understood as a generalized term for affective consumer responses to an advert, where the intended outcome of the advert is to elicit positive feelings in consumers after watching (Shimp, 1981).

A_{Ad} has a history of being examined in tandem with Brand Attitude (A_B) and studies have suggested that A_{Ad} has a significant effect on a consumer's A_B and their attitude to purchasing that brand (e.g. Mitchell & Olson, 1981; Lutz et al, 1983; MacKenzie et al, 1986). Moreover, other research has suggested that A_{Ad} significantly influences purchase intentions (Brown & Stayman, 1992), purchase behavior (Shimp, 1981), and is the single best indicator of advertising effectiveness (Haley & Baldinger, 1991). Although promoting the study of affective responses to adverts, research into A_{Ad} has traditionally been defined by evaluation judgments (Edell & Burke, 1987) rather than the measurement of specific emotions. This has sought researchers to identify underlying emotional dimensions and other variables that affect consumer response to adverts in more depth.

Aaker and Bruzzone (1981) measured a range of positive and negative adjectives relating to the content of televised adverts. They found that positive attitudes to advertisements were generated most by three factors, entertainment, warmth, and personal relevance. Batra and Ray (1986) examined thirteen categories of emotion thought to potentially impact the effectiveness of an advert, producing their own coding scheme of three primary affective components underlying A_{Ad}. Edell and Burke (1987) produced their own three-factor model of warmth, negative and positive feelings, when assessing sixty-nine different items relating to feelings elicited in consumers by adverts.

In addition to the largely written self-report style measures used in these studies (excluding that by Aaker et al, 1986), research into advertising effects has also been conducted using visual self-report measures (e.g. Lang, 1980; Desmet, 2002) produced a measure called PrEmo, which utilizes short animations to represent different potential emotional responses. The PrEmo although using largely different emotions to the PANAS, follows a similar structure of an even number of positive and negative emotions (in this case, 7) conveyed by the animations.

5.3.4. *The Positive And Negative Affect Schedule (PANAS)*

One observation that does emerge from a number of the self-report style studies reported here is that they replicate several emotions contained within the twenty items of the PANAS. This suggests that the PANAS may be a relevant scale for the measurement of emotional responses to advertising. Furthermore, Laros and Steenkamp's (2005) review found that positive and negative affect were the two most frequently used conceptualisations of affect in studies of emotion and consumer behavior. Whilst this finding supports relevance of the PANAS' structure of affect, the authors also examined which specific emotions are best suited to measuring affect in consumers. The results of their study produced a hierarchical model of eight basic consumer emotions: contentment, happiness, love, pride, sadness, fear, anger, and shame: replicating several PANAS items.

Despite the relationship between the PANAS and the empirical developments of affect outlined, employment of the PANAS in the study of consumer emotions has been surprisingly sparse. Mano and Oliver (1993) used the PANAS to examine the role of emotions in relation to product satisfaction and the post-consumption experience. Dube and Morgan (1998) also investigated affect in relation to consumer satisfaction but in order to predict overall consumer judgments of services.

More recently, Harris et al (2009) have used the PANAS to help measure the effects of food advertising on consumer snacking whilst watching television. Zhao et al (2010) employed the PANAS to examine the effect of nostalgic advertisements on positive and negative affect. Mayr (2014) used the longer sixty-item PANAS-X to investigate the relationship between the emotional impact of car advertisements and viewers' language preferences. Kuesten et al (2014) utilized the PANAS in the research field of product development by using it to measure the association between consumer emotions and phytonutrient supplements.

One of the reasons the PANAS can be considered appropriate for such purpose is its structuring of affect. The PANAS offers an even balance of positive and negative affect items that is often lacking in other measures of consumer behavior (Kuesten et al, 2014). Also, the PANAS measures affect orthogonally rather than as contrasting ends of a single affective spectrum (Trujillo, 2008). This last point is of particular significance to studies demonstrating that bipolar scales do not effectively capture consumer

emotions (Babin et al, 1998) and that the same adverts can elicit both positive and negative emotions in consumers (e.g. Edell & Burke, 1987).

Moreover, three further points can be made in relation to the review of literature presented here and the rationalization presented for use of the PANAS in the current study. Firstly, it supports the importance of affect in understanding consumer responses to advertising and its role in potentially shaping key advert effects such as A_{Ad} and ITP. Secondly, it shows that the items of the PANAS whilst not 'purpose-built' to study consumer behavior, relate very well to existing paradigms for the examination of emotional responses to adverts. Thirdly, this review evidences the under-use of what is considered a highly reliable and widely used measure in psychology, enhancing the prospects of the current study's original contribution to knowledge. Moreover, the synthesis of measures of positive and negative affect and metamotivational state can be understood as a suitable method for examining the multidimensionality of adverts increasingly articulated in the literature (Edell & Burke, 1987).

5.3.5. Advert Involvement

A further dimension of advert experience of relevance to the current study concerns the concept of advert involvement. Involvement can be understood as the "attentional capacity" (Greenwald, & Leavitt, 1984, p. 591) given to an advertising message, and refers to the degree that information contained within an advert is considered personally significant or relevant to the viewer (Park & Young, 1986). Put another way, Krugman (1965) characterises advert involvement as the degree the viewer makes conscious connections between their own life and the advertising communication.

When involvement is high, viewers are more likely to devote attention to the advert and in particular any product-based information it contains (Celsi & Olson, 1988). Higher levels of involvement are thought to result in higher levels of information processing by the viewer (Shao et al, 2004; Kavadas et al, 2007). Thus, there is a greater likelihood that the (persuasive) messages communicated through an advert are acknowledged when involvement is high. Studies have examined the role of advert involvement and produced empirical evidence to support these hypothesized functions of this construct.

When personal involvement with an advert was high, Darley and Lim (1992) found that the relationship between experienced emotion and behavioural intentions was stronger in participants. Petty et al (1983) manipulating adverts to produce low and high involvement groups found the correlation between attitudes and intentions was significantly higher for the high involvement group. Swinyard (1993) in a study of shopping rather than advert experience, discovered that mood only had a significant effect on shopping intentions when consumer involvement was high. Drawing on this concept suggests that runners in the current study's sample will experience a higher level of involvement than non-runners. Thus, it can be hypothesized that the potentially higher level of involvement of runners is likely to increase the possibility of the anticipated metamotivational effects of the three adverts being experienced.

5.3.6. Literature Review Summary & Additional Research Hypotheses

The preceding review of literature has outlined the originality of the current research with regards to both its measurement of metamotivational state and investigation into advertising effects. The review has also articulated the suitability of the PANAS to document relevant emotional responses to the three adverts under study. Furthermore, review of literature theoretically expressing and empirically demonstrating the concept of advert involvement has led to the creation of two additional research hypotheses, outlined below.

H 5: The levels of metamotivational state experienced by runners will better reflect the hypothesized effects of the three viewed adverts than those of non-runners *(due to increased involvement with each advert's narrative)*

H 6: The purchase intentions of runners will be higher than non-runners due to their increased level of advert involvement.

5.4. Method

5.4.1 Design & Rationale

The present study was designed with the primary objective of measuring changes in metamotivational state and affect in response to watching one of three purposely-selected video adverts. The main rationale for the design of the study is to examine empirical evidence of responses to the adverts in relation the profiles of

them developed in study 1. The present study will allow assessment to be made of whether the hypothesized metamotivational differences between the three adverts are reflected in the states experienced by each advert's audience. In order to do this, the newly developed RTSM will be employed as a repeated measure. Further, the PANAS will be utilised to track changes in positive and negative emotions as a product of each video advert intervention. The theoretical rationale for using the PANAS can be understood in relation to the identification of flow characteristics in each of the videos made in study 1. As outlined in the preceding review of literature, the positive affect component of the measure has conceptual associations with characteristics of flow.

5.4.2. Sample

After being piloted on a small sample of both undergraduate and postgraduate students (n = 10), the questionnaire survey was administered to a sample of undergraduate students (n = 500) at the University of East London. The rationale for using this sample was based on meeting two criteria related to the research. Firstly, the wishes of the research's funders to concentrate on younger consumers were met using undergraduates who are typically in their late teens or early twenties. Secondly, in order to access such a large sample without resorting to online methods, the convenience of a sample based at the same institution as the researcher was required. The larger lecture group sizes of undergraduate versus post-graduate students at the researcher's institution was also a factor in the sample chosen and the ability to maximize data collection.

The sample produced 395 fully-completed questionnaires suitable for use in data analysis. The remaining 105 questionnaires were unsuitable for use due to either having missing data or responses to items that had incorrectly followed the instructions. The demographic profile of the sample was as follows; The age range of participants was from 17-48 (M = 21.8 years, SD = 4.47), with 43.8% males and 56.2% females. The sample was 37.7% White, 25.6% Asian, 23.5% Black, 8.6% mixed ethnicity, 2.5% Chinese or other, and the remaining 2.0% undeclared.

5.4.3. Measures & Materials

The study employed a questionnaire comprising the twenty-item version of the PANAS and the branched and bundled versions of the RTSM. The bundled version of the RTSM contains three items whilst the branched version contains fifteen items

(twelve when administered through dynamic programming). In addition to these measures, a single Intention To Purchase (ITP) item and a number of demographic items were also included. There were ten demographic items comprising questions on running activity, age, gender and ethnicity (See appendix II for full questionnaire).

PANAS

The current study employed the twenty-item, rather than the longer 60-item version, the PANAS-X (Watson & Clark, 1999) or the shorter 10-item version, the I-PANAS-SF (Thompson, 2007). The rationale for not using the 60-item version was based primarily on concerns over questionnaire length, especially since the study incorporated a repeated measure design. Despite these concerns, the shorter 10-item version was not used either, as it would reduce the scope for examining the correlative relationship in the study between metamotivational state and specific emotions.

The 20-item PANAS has good levels of internal consistency, with reliability alpha levels reported by Watson et al, (1988, p. 1066) being 0.86 and 0.87 for the positive and negative factors respectively. Watson et al (1988, p. 1066) also report the factorial validity of the PANAS to be sound; the two factors within the PANAS accounting for 68.7% of common variance. It is worth noting that Watson et al (1988) determined these values as a result of using the PANAS to measure affect in a variety of time points. These varied from the present moment to over the course of a year. Thus, the analysis presented in the current study aids understanding of the PANAS' psychometric performance specifically as a momentary measure.

RTSM – Branched Version

The two versions of the RTSM work using different methods to classify respondents' metamotivational state. The more extensive 'branched' version works by presenting respondents with a fixed choice format (one or the other) of three opposing statements for each pair of states within the means-ends, rules, and relationship-orientated domains. Following these 9 items, a further 6 transactional items exist but only three are answered. This is based on which relationship-orientated state respondents have indicated they are in, with either the three autic transactional items or three alloic transactional items completed. The psychometric properties of the branched RTSM are have yet to be fully published. In the paper outlining the development of the RTSM, Desselles at al (2014) only refer to the factor loading of the longer 56 and 44

item versions of the branched RTSM that were used to generate the most meaningful items for the final (15-item) version of the RTSM. This further supports the need to carry out the full and detailed psychometric analysis of the RTSM presented in the section that follows.

RTSM – Bundled Version

In contrast to the longer and interval based scale of the branched RTSM, the bundled version works by presenting the same statements for each metamotivational state in a single choice, categorical manner. Instead of making three separate choices from pairs of opposing statements to determine the salient metamotivational state, respondents make a choice of one of two 'bundles' of opposing statements. For example, a conformist 'bundle' consisting of the statements (with the prefix 'I wanted to'): Do what I'm supposed to do. Do what's expected of me. Do my duty. This process is carried out separately for the means-ends and rules orientated domains and is then followed by a choice of four bundles of statements reflecting the four crossed transactional states.

Rationale for Use of Two Versions of RTSM

The design of the study employed the bundled version of the RTSM as a repeated measure, and the branched RTSM as only a single (post-viewing) measure. The main rationale for this decision was concerns over questionnaire length and the level of repetition participants would be subjected to in a short space of time. Previous studies have indicated that the length of a questionnaire can significantly reduce the completion rate (e.g. Roszkowski & Bean, 1990; Smith et al, 2003). Using the branched RTSM as a repeated measure would significantly add to the time taken to complete the questionnaire, increasing the potential for respondents to not complete it.

Furthermore, the repetition of items relating to metamotivational state presented in the two versions of the RTSM could have two further effects. Firstly, participants may lose interest in accurately completing the items when faced with the proposition of being asked essentially the same questions in a very short space of time. Secondly, participants may experience frustration at the perceived level of repetition, which could in turn cause their metamotivational state to change whilst completing the items.

Materials

In addition to the outlined branched RTSM, bundled RTSM, and PANAS, three different video adverts were used to form the visual intervention component of the study. As outlined in study 1, the three adverts were selected based on their homogeneity in three areas. Firstly, the running specific focus of the advert, secondly, the relatively short duration of the advert (1 minute), and thirdly, the market positioning of the brand behind the advert (sports performance/running specialists). As much as was possible, each advert was shown to approximately one third of the sample (Saucony advert shown to 131 participants, Mizuno 181, ASICS 188). However, actual numbers were governed by the class sizes of the groups accessed in the study and so did not prove to be completely evenly distributed between the three adverts.

5.4.4. Procedure

Six separate groups of participants were recruited for the study in which one of the three adverts was shown to them on a projector screen housed within in a lecture theatre setting. The three adverts were split across the six participant groups, so that each advert was shown to two different groups, with no group being shown more than one of the adverts. On each of the six occasions data was collected, each participant involved in the study had clear and un-impeded audio-visual access to the advert shown.

The study was administered using a pen and paper version of the questionnaire in which participants were instructed to stop part way through to be shown one of three adverts before completing the rest of the questionnaire. Participants completed the bundled RTSM and PANAS in order to document their current metamotivational and emotional state, followed by the completion of the ten demographic items. It should be noted that some of the methodological literature suggests completion of demographic items should be left until the end of a questionnaire in order to avoid respondent bias (Jahoda et al, 1951) or data distortion (Oppenheim, 1966).

These concerns in the literature are largely to do with the respondent's perceived threat to their anonymity, which is thought to be increased after completing demographic items (Gilles & Field, 1978). However, a study by Green et al (2000) found no significant differences in the completion of questionnaires based on the placing of demographic items. Placing demographic items part way through the questionnaire in the current study was seen as an important tactic for reducing the level of repetition and potentially resultant respondent fatigue and disinterest.

After completion of the demographic items, participants were then shown one of the three adverts and asked to complete the remainder of the questionnaire. It should be noted that this did not include a manipulation check to check that participants had processed the content of the video being shown to them. This was considered unnecessary due to the clarity of instructions given to participants, their unobscured view of the projector screen, and the short duration of concentration required to process either of the three videos.

The remainder of the questionnaire comprised the single Intention To Purchase item immediately after viewing of the advert followed by the branched version of the RTSM, and then the repeated completion of the bundled RTSM and PANAS. The decision to place the ITP item immediately after watching the advert was again a deliberate ploy to extend time between completion of the repeated measures. The time between the two taken measures of the PANAS and bundled RTSM was also extended by inclusion of the branched RTSM.

As directed by the RTSM's authors, use of the branched RTSM followed the process of randomizing items to determine how they were displayed on the questionnaire. Since the questionnaire was unable to utilize dynamic programming, it was not possible to enforce the "adaptive questioning" (Desselles et al. 2014, p. 16) of the branched version's crossed transactional items. Therefore, participants were left to complete all 15 items with the irrelevant crossed transactional items then discarded upon data entry.

5.5. Psychometric Results

What follows is only a summary of the psychometric analysis conducted on the RTSM and PANAS as part of the present study. Please refer to appendix IV for full details of the analysis undertaken on the PANAS, and to Watkins et al (2016) for detailed discussion of the analysis of the RTSM.

5.5.1. RTSM Principal Components & Reliability Analysis

Comprehensive analysis of the psychometric properties of the RTSM was deemed vital since the measure is so new to the field, with such analysis benefiting its future development. In summary, results of Principal Components Analysis (PCA) were supportive of the intended structure within the branched RTSM. However, reliability analysis indicated that internal consistency would be improved by reducing the number of items in two of the components from three to two. Despite some of the literature suggesting two-item components can be considered feasible (Raubenheimer, 2004; Worthington &Whittaker, 2006) the vast majority suggests otherwise (e.g. Cook et al 1981; Tabachnick & Fidell 2013). With these considerations in mind and the undesirability of deviating from the RTSM's original conceptual schema, the decision was made to retain the three-item solution for each of the three components. Thus, the analysis that follows in the experimental results of this chapter using data from the branched RTSM is based on the original 3-item component structure.

5.5.4. RTSM-Bu and RTSM-Br Agreeability Analysis

In order for the level of agreeability between the two versions of the RTSM to be established a test of agreeability using the kappa statistic for categorical data was performed (see table 5.2). Results of agreeability analysis on the telic-paratelic and conformist-negativist states can be said to be either moderate (Landis & Koch, 1977) or fair (Cicchetti & Sparrow, 1981). Less confidence however, can be placed on the agreeability of the branched and bundled RTSM versions regarding the crossed transactional states. For this set of four states the level of agreeability can only be regarded as slight (Landis & Koch, 1977), meaning that more synchronicity is perhaps required in this regard.

Table 5.2. *Analysis of Agreement between Branched and Bundled RTSM*

	Metamotivational Domain		
	Telic-Paratelic	Conformist-Negativist	Autic-Alloic/Mastery-Sympathy
No of Participants	306	306	219
% Of Agreement (*Including that by chance*)	81.7%	86.9%	67.6%
% Of Agreement (*Excluding that by chance*)	42.1%	50.7%	16.2%
Kappa Coefficient (K)	0.421	0.507	0.162
Strength of K	Moderate[1]/fair[2]	Moderate[1]/fair[2]	Slight

[1] *Landis, J. R., & Koch, G. G. (1977).* [2] *Cicchetti, D. V., & Sparrow, S. A. (1981).*

5.5.5. *Psychometric Analysis - PANAS*

The psychometric credentials of the PANAS are well accounted for in the literature (Watson et al, 1988; Crawford & Henry, 2004). However, it has been contended that data drawn from ethnically diverse samples is lacking in validation of the measure (Villodas, 2011). This makes psychometric analysis on the PANAS data collected from the sample of the current study of added value.

Results of PCA supported the conceived constructs within the PANAS of PA and NA as conceived by Watson et al (1988); with each of the according 10 items loading onto the expected factor. This was evidenced in both the pre-viewing and post-viewing PANAS data in the present study. For reliability analysis of the PANAS, the alpha levels produced comfortably met the recommendations for scale reliability stated in the literature (e.g. Kline, 2005). Thus, it can be concluded that the internal consistency of the PANAS was found to be sound when used in the current study.

5.6.   Experimental Results

5.6.1. *Introduction to RTSM data*

As outlined in the methods section, data collected from the RTSM was done using both the bundled and branched versions. The bundled RTSM as a measure comprising nominal variables cannot be subjected to analysis of distribution. However,

as a measure comprising ordinal variables in which responses are ranked numerically, the branched RSTM can. Therefore, brief discussion of the analysis of distribution of the RTSM branched data comprises an important part of the study's preliminary results.

Normality

Summed scores for each of the 10 different RTSM branched variables (the six 'pure' items and the four 'crossed' transactional items) were tested for the normality of their distribution. Results of the tests produced significant results ($p = <0.05$) for skewness and kurtosis on all 10 of the variables examined, indicating a non-normal distribution. This perhaps should not be surprising given the fact that the branched RTSM although scored on an ordinal scale, is also scored dichotomously. This means that each time one item is scored (e.g. telic) an opposing item (e.g. paratelic) will automatically be scored as zero, causing the data to be either positively or negatively skewed. As a result, it was felt that the process of removing outliers and attempting to normalise the data was not an appropriate step to take.

So it follows, for parts of the analysis involving statistical tests not robust to violations of normality, non-parametric versions were performed. However, the exception to this in the analysis that follows is the Analysis of Variance (ANOVA) within the RTSM branched data. This is because there is strong evidence in the literature (e.g. Harwell et al, 1992; Glass et al, 1972) to suggest that ANOVA's are robust to assumptions of normality and so still present an appropriate form of analysis, even on non-normally distributed data.

5.6.1. *Overview of Experimental Data: Evidencing Metamotivational Reversals*

The resulting data from the current study offered strong empirical support for the concept of metamotivational reversals. Of the 395 participants to return fully completed questionnaires, 173 (43.9%) experienced reversals in metamotivational state. Of those participants experiencing reversals, several experienced more than one type of reversal, with the study documenting a total of 222 reversals. The reversals documented accounted for a total of 14 of the 16 possible reversals theoretically postulated by reversal theory. Tabulation of this data is presented in table 5.3.

Table 5.3. Metamotivational reversals documented using the bundled RTSM as a repeated measure

Reversal Type: Pre-Post Measure	N (Total Pre-State)	% of Respondents from Pre-State
Telic-Paratelic	**34** (293)	11.6
Paratelic-Telic	**43** (93)	46.2
Conformist-Negativist	**33** (359)	9.2
Negativist-Conformist	**12** (29)	41.4
Autic Mastery-Alloic Mastery	**4** (108)	3.7
Autic Mastery-Autic Sympathy	**3** (108)	2.8
Autic Mastery-Alloic Sympathy	**0** (108)	0.0
Autic Sympathy-Autic Mastery	**13** (20)	65.0
Autic Sympathy-Alloic Mastery	**2** (20)	10.0
Autic Sympathy-Alloic Sympathy	**0** (20)	0.0
Alloic Mastery-Autic Mastery	**29** (56)	51.8
Alloic Mastery-Autic Sympathy	**2** (56)	3.6
Alloic Mastery-Alloic Sympathy	**3** (56)	5.4
Alloic Sympathy-Autic Mastery	**33** (84)	39.3
Alloic Sympathy-Autic Sympathy	**10** (84)	11.9
Alloic Sympathy-Alloic Mastery	**1** (84)	1.2
Total Reversals	**222**	

5.6.2. *Metamotivational Effects: Telic & Paratelic States*

As table 5.3 shows, within the means-ends metamotivational domain there were a total of 77 reversals (34 telic-paratelic, 43 paratelic-telic), suggesting the video intervention had an effect on the metamotivational state experienced by participants. However, since there was a large variation in which of the two states each participant was in prior to the intervention (telic 293, paratelic 93), this effect cannot be gauged accurately using the whole sample data. Nor can the effect of each of the three adverts be judged accurately either, since different numbers of participants watched each advert.

In order to address these analytical limitations, a sub-sample of participants evenly distributed between the telic and paratelic states in their pre-viewing scores was created. The state with the lowest pre-intervention frequency (paratelic) was used to set the number of cases half of the new sub-sample would contain (91). These 91 cases were then selected and copied into a new data set with all original data and variables

intact. A further 91 cases in which participants were in a telic pre-intervention state were then randomly selected from the original sample and added to complete the new data set. Pre to post viewing data for the new sub-sample is presented in table 5.4.

Table 5.4. *Summary of pre and post Telic-Paratelic Metamotivational States for an evenly distributed pre-intervention sub-sample*

Pre/Post State	Pre State		Post State		Reversals
	Telic	Paratelic	Telic	Paratelic	
Telic/Telic	79		79		0
Telic/Paratelic	12			12	12
Paratelic/Paratelic		50		50	0
Paratelic/Telic		41	41		41
Total	91	91	120	62	53
	182		182		

To test the significance of changes occurring between the two states, a McNemar test for the analysis of difference was performed. The McNemar test allows the researcher to compare changes in the scores of two related variables comprising nominal/categorical data (Field, 2013). The null hypothesis of a McNemar test states that the degree of change in each direction is equal (Siegel & Castellan, 1988). Use of the McNemar test is considered appropriate when the assumptions and criteria for performing a *t* test are not met or suitable for the data being analysed (Siegel & Castellan, 1988). In this case, because the data is categorical, a t-test is unsuitable. Use of the McNemar test is also deemed appropriate when the assumption of independence is violated in a χ^2 test. That is to say each cell in a χ^2 test must contain values that are independent of each other rather than related, making repeated measures designs inappropriate for χ^2 analysis (McHugh, 2013).

Results of the McNemar test found that the difference in the proportion of change between groups was significant (p = <0.001). Thus the null hypothesis that the distributions of values across the two tested variables would be equal must be rejected. However, a limitation of the McNemar test is that it cannot be employed to test for

group differences within the paired samples under investigation. So in order to assess the impact of advert watched on the degree of change between pre and post-viewing state within the telic-paratelic pair, three further sub-samples for each video watched were created. Once again the process of ensuring equal numbers of participants in each state prior to viewing, was followed for each of the three new sub-samples.

5.6.2.1. Video Effect on Metamotivational Change: Telic & Paratelic States

The two separate analyses carried out revealed that both the Mizuno and ASICS videos produced a significant level of difference between the two directions of documented change; for both videos the amount of change from telic to paratelic was significantly different to that from paratelic to telic. In both cases there was a significantly greater number of participants shifting from the paratelic to telic than from the telic to paratelic state. As table 5.5 shows, these numbers are almost identical for the two videos, indicating that the Mizuno and ASICS videos had very similar effects on participants' metamotivational state. This effect is all the more notable given that differences between telic and paratelic state experienced by viewers were most strongly hypothesized between the ASICS and Mizuno videos. Had the size of the Saucony sub-sample been closer to that of the other two videos, it is anticipated that the effect and result of the McNemar test would also have been similar.

Table 5.5. *Summary of Metamotivational Change Experienced in each of the 3 Videos for Equally Distributed Pre-Viewing Sub-Samples – Telic & Paratelic States*

Pre/Post State	Saucony		Mizuno		ASICS	
	Count	Pre-State	Count	Pre-State	Count	Pre-State
Telic/Telic	15		30		36	
Telic/Paratelic	2*	17	5*	35	5*	41
Paratelic/Paratelic	10		16		24	
Paratelic/Telic	7*	17	19*	35	17*	41
Total	34		70		82	
P-Value (McNemar)	N/A**		0.007		0.017	

Indicates metamotivational reversal

McNemar analysis cell count assumptions not met (Lu, 2010, p.3525, citing McNemar, 1947)

5.6.2.2. RTSM-Bra Univariate Analysis: Telic & Paratelic States

A one-way analysis of variance (ANOVA) was conducted on the post score totals in both the telic and paratelic states across each of the three videos. The effect of video watched on the post-intervention telic scores documented in the RTSM branched was confirmed as being significant ($p = 0.040$, $F = 3.254$). Post-hoc tests revealed the significant difference to lie between the scores of the Saucony and Asics videos only ($p = 0.034$; Bonferroni adjusted). For the paratelic state, the effect of video watched on the post-intervention paratelic scores documented in the RTSM branched was non-significant ($p = 0.245$, $F = 1.414$). The analysis revealed the greatest difference in telic scores to lie between the ASICS and Saucony videos, with the direction of difference counter to the study's hypothesis. Mean scores and standard deviations for both tests are presented in table 5.6.

These results coupled with the low scores recorded in the paratelic state across all three videos supply further evidence refuting the hypothesized differences anticipated in the study. In order to test the hypothesized differences between the three adverts further, comparison between the mean post-viewing telic and paratelic scores was made for each of the three adverts. This comparison was made using a non-parametric version of the T-Test, the Wilcoxon Signed ranks test. In order to compare post-viewing telic and paratelic scores for each video independently, the analysis was conducted on three separate occasions using the select cases function on SPSS. For each of the three analyses, the level of difference between post-viewing scores in the telic and paratelic states was highly statistically significant ($p = <0.000$).

Table 5.6. *Post-viewing scores from the RTSM-branched: Telic & Paratelic States*

Metamotivational State		Video Advert		
		Saucony	Mizuno	ASICS
Telic	M	5.09*	4.48	4.09*
	SD	*2.64*	*2.54*	*2.64*
	n	79	125	99
Paratelic	M	0.86	1.22	1.32
	SD	*1.97*	*1.93*	*1.82*
	n	79	125	99
Difference Within Groups (Telic vs. Paratelic)		*p = 0.<000*	*p = 0.<000*	*p = 0.<000*

*Difference is statistically significant (between groups)

An important consideration at this stage in the analysis is that the predominance of non-runners in the sample (69%) may be contributing to the lack of anticipated metamotivational states being experienced amongst participants. The fourth research hypothesis of the current study suggests that the anticipated metamotivational effects of the three adverts will be higher for runners than non-runners. In order to test this hypothesis, further analysis was made to examine the differences between runners and non-runners in the experience of telic and paratelic states across the three adverts.

5.6.2.3. Telic & Paratelic States x Video x Running Activity

A univariate analysis of variance (ANOVA) was conducted on the post-score totals in both the telic and paratelic states across running and non-running groups for each of the three videos. For the telic state, the mean score for non-runners across the three commercials was 4.97 for Saucony, 4.43 for Mizuno and 3.88 for ASICS. For runners the same scores were higher for all three adverts: 5.47 for Saucony, 4.57 for Mizuno and 4.52 for ASICS. However, these differences between runners and non-runners were not found to be of statistical significance (p = 0.786, f = 0.241). For the paratelic state, the mean score for runners across the three adverts was 0.87 for Saucony, 1.10 for Mizuno and 1.48 for ASICS. For non-runners the same scores were

0.84 for Saucony, 1.50 for Mizuno and 1.00 for ASICS. However, these differences were not great enough to be deemed of statistical significance (p = 0.268, f = 1.323).

Table 5.7. *RTSM-bra Post-Viewing Scores: Video Watched x Running ability – Telic & Paratelic States*

Video		Telic State		Paratelic State	
		Run	Non-run	Run	Non-run
Saucony	m	5.47	4.97	0.84	0.87
	SD	*2.59*	*2.66*	*2.11*	*1.94*
	n	19	60	19	60
Mizuno	m	4.57	4.43	1.50	1.10
	SD	*2.69*	*2.48*	*2.06*	*1.87*
	n	42	81	42	81
ASICS	m	4.51	3.88	1.00	1.48
	SD	*2.71*	*2.60*	*1.90*	*1.93*
	n	33	66	33	66

5.6.3. *Metamotivational Effects: Conformist & Negativist States*

As table 5.3 shows, within the rules orientated metamotivational domain there were a total of 45 reversals (33 conformist-negativist, 12 negativist-conformist). This suggests the advert video intervention had some effect on the metamotivational state experienced by participants within this pair of states. In order to more accurately assess any possible effect, the same process of reducing the data to an evenly distributed sub-sample of pre-viewing scores was followed.

A new data set was created with all participants experiencing the negativist state prior to the intervention (29) selected. The sub-sample from the remaining 356 participants who experienced the conformist state prior to watching the video advert was then selected randomly. This data is summarised in table 5.8. Results of McNemar analysis found that the difference in the proportion of change between groups was significant (p = 0.013). Thus, the null hypothesis that the distributions of values across the two tested variables would be equal must be rejected.

Table 5.8. *Summary of pre and post Conformist-Negativist Metamotivational States for an evenly distributed pre-intervention sub-sample*

Pre/Post State	Pre State		Post State		Reversals
	Conformist	Negativist	Conformist	Negativist	
Conformist/Conformist	27		27		0
Conformist/Negativist	2			2	2
Negativist/Negativist		17		17	0
Negativist/Conformist		12	12		12
Total	29	29	39	19	14
	58		58		

5.6.3.1. *Video Metamotivational Effect: Conformist & Negativist States*

Descriptive statistics for all three video sub-samples are reported in table 5.9, along with the p-value for McNemar analysis on the ASICS sub-sample. The results reveal that there was little change in metamotivational state within the conformist-negativist pair in both the Saucony and Mizuno video sub-samples. This may primarily be a result of the small sample sizes of 12 and 14 respectively. Whilst there was a greater amount of change within the conformist-negativist pair for the ASICS video sub-sample, this was not deemed to be statistically significant. Despite the small numbers of participants captured in this analysis, only 2 of the 14 documented reversals were from conformity to negativism, suggesting a stronger effect on the conformist state was taking place. Analysis of these effects are now explored further in the univariate analysis that follows.

Table 5.9. *Summary of Metamotivational Change Experienced in each of the 3 Videos for Equally Distributed Pre-viewing Sub-Samples - Conformist & Negativist States*

Pre/Post State	Saucony		Mizuno		ASICS	
	Count	Pre-State	Count	Pre-State	Count	Pre-State
Conformist/Conformist	6		7		14	
Conformist/Negativist	0	6	0	7	2*	16
Negativist/Negativist	5		4		8	
Negativist/Conformist	1*	6	3*	7	8*	16
Total	12		14		32	
P-Value (McNemar)	N/A		N/A		0.109	

*Indicates metamotivational reversal

5.6.3.2. *RTSM-Bra Univariate Analysis: Conformist & Negativist States*

Examination was made of the post-intervention data captured using the RTSM branched. For the conformist state, the effect of video watched on the post-intervention conformist scores was confirmed as approaching but not being significant ($p = 0.062$, $F = 2.084$). Post-hoc tests revealed that the difference closest to approaching significance between the three videos lay between the scores of the Mizuno and ASICS video ($p = 0.056$; Bonferroni adjusted). For the negativist state, the effect of video watched on the post-intervention negativist scores documented in the RTSM branched was confirmed as being statistically significant ($p = 0.046$, $F = 3.109$). Post-hoc tests revealed the significant difference to lie between the scores of the Mizuno and ASICS videos ($p = 0.044$; Bonferroni adjusted). Mean scores for both tests are presented in table 5.10.

In order to test this effect further, comparison between the mean post-viewing conformist and negativist scores was made for each of the three adverts using the Wilcoxon Signed ranks test. In order to compare post-viewing conformist and negativist scores for each video independently, the analysis was conducted on three separate occasions using the select cases function on SPSS. For each of the three analyses, the difference between post-viewing scores in the conformist and negativist states was found to be statistically significant ($p = <0.000$).

Table 5.10. *Post-viewing scores from the RTSM-branched: Conformist and Negativist States*

Metamotivational State		Video Commercial		
		Saucony	Mizuno	Asics
Conformist	M	4.01	4.32	3.61
	SD	*2.15*	*2.30*	*2.27*
	n	80	125	102
Negativist	M	1.30	1.01*	1.48*
	SD	*1.36*	*1.46*	*1.74*
	n	80	125	102
Difference Within Groups (Conformist vs. Negativist)		*p = 0.<000*	*p = 0.<000*	*p = 0.<000*

*Difference is statistically significant (between groups)

Post-viewing scores in both the conformist and negativist states point to a marked difference between the rules-orientated dimension of the Mizuno and ASICS adverts. The ASICS advert scored significantly higher in negativism than its Mizuno counterpart, whilst the Mizuno commercial scored higher in the conformist state than the ASICS advert. This suggests that although both commercials were experienced as being significantly more conformist than negativist, there may be an underlying difference in the extent of conformity and negativism they contain. These and other differences between the three adverts are now explored further through univariate analysis of group differences.

5.6.3.3. Conformist &Negativist States x Video x Running Activity

Univariate Analysis of Variance (ANOVA) was carried out on the post-viewing data documenting metamotivational state in the conformist and negativist states. For the conformist state, there were some notable differences between the scores of runners and non-runners across the three commercials. The mean score for non-runners across the three commercials was 4.16 for Saucony, 4.05 for Mizuno and 3.70 for ASICS. For runners the corresponding scores were 3.53 for Saucony, 4.88 for Mizuno and 3.42 for ASICS. Despite the differences in conformist scores reported, the interaction between commercial watched and running activity was not found to be of statistical significance

(p = 0.083, f = 2.513). For the negativist state, there were also differences between the scores of runners and non-runners across the three commercials. The mean score for non-runners across the three commercials was 1.16 for Saucony, 1.12 for Mizuno and 1.35 for ASICS. For runners the same scores were 1.74 for Saucony, 0.76 for Mizuno and 1.76 for ASICS. The differences between runners and non-runners and between each advert evidenced in these results were found to be approaching statistical difference (p = 0.066, f = 2.750).

Table 5.11. *Post-viewing scores from the RTSM-branched: Video Watched x Running ability –*
Conformist & Negativist States

Video		Conformist State		Negativist State	
		Run	Non-run	Run	Non-run
Saucony	m	3.53	4.16	1.74	1.16
	SD	2.14	2.15	1.37	1.34
	n	19	61	19	61
Mizuno	m	4.88	4.05	0.76	1.12
	SD	2.12	2.37	1.07	1.61
	n	41	82	41	82
ASICS	m	3.42	3.70	1.76	1.35
	SD	2.00	2.41	1.54	1.43
	n	33	69	33	69

5.6.4. *Metamotivational Effects: Crossed Transactional States*

As with the previous two pairs of states, the process of creating a sub sample where the pre-intervention state was equally distributed amongst participants was followed. The size of the newly created sub-sample was capped to reflect the maximum number of participants in the less experienced of the four states prior to the intervention. This resulted in a sample of 80 participants, reflecting the low number of participants documented in the autic sympathy state (20) prior to viewing. The same method of then randomly selecting the same number of participants (20) from the other three states in order to create a new data set was followed. Data for this new sub-sample is summarised in table 5.12. Unfortunately, it was not possible to conduct further statistical analysis since the four categories in the crossed-transactional variable preclude the possibility of McNemar analysis as change occurs in more than two

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directions. Instead, examination will now turn to univariate analysis of the individual effect of each of the three videos.

Table 5.12. *Pre & post Crossed-Transactional States for an evenly distributed pre-intervention sub-sample*

Pre State	Total	Autic Mastery	Alloic Mastery	Autic Sympathy	Alloic Sympathy	Reversals
Autic Mastery	20	18	2	0	0	2
Alloic Mastery	20	11	8	0	1	12
Autic Sympathy	20	13	2	5	0	15
Alloic Sympathy	20	7	2	0	11	9
Total	80	49	14	5	12	38

The first header column is "Pre State" and the sub-columns Autic Mastery, Alloic Mastery, Autic Sympathy, Alloic Sympathy fall under "Post State".

5.6.4.1. *Univariate Analysis: Crossed Transactional States*

Similarly to the analysis of the telic-paratelic pair, examination was also made of the post-intervention data captured using the RTSM branched. For the autic-mastery state, the effect of video watched on the post-intervention autic-mastery scores documented in the RTSM branched was found to be non-significant ($p = 0.979$, $F = 0.022$). For the alloic-mastery state, the effect of video watched on the post-intervention alloic-mastery scores documented in the RTSM branched was also found to be non-significant ($p = 0.380$, $F = 0.971$).

For the autic-sympathy state, effect of video watched on the post-intervention autic-sympathy scores documented in the RTSM branched was found to be statistically significant ($p = 0.038$, $F = 3.317$). Post-hoc testing revealed significant difference to lie between the Mizuno and ASICS adverts ($p = 0.049$; Bonferroni adjusted). For the alloic-sympathy state, the effect of video watched on the post-intervention alloic-sympathy scores documented in the RTSM branched was found to be non-significant ($p = 0.871$, $F = 0.138$).

Table 5.13. *Post-viewing scores from the RTSM-branched: Crossed Transactional States*

| Metamotivational State | | Video Commercial | | |
		Saucony	Mizuno	ASICS
Autic-Mastery	M	4.39	4.39	4.32
	SD	2.71	2.70	2.71
	n	76	122	97
Alloic-Mastery	M	0.28	0.14	0.29
	SD	0.86	0.84	0.86
	n	76	122	97
Autic-Sympathy	M	0.62	0.97*	0.54*
	SD	1.02	1.69	0.91
	n	76	122	97
Alloic-Sympathy	M	0.29	0.30	0.37
	SD	1.00	1.31	1.20
	n	76	122	97

*Difference is statistically significant

Results of the above analysis provide support for the hypothesized effects of the three videos in the crossed transactional states. The hypothesis that all three videos would score similarly highly in post-viewing scores for the autic-mastery state was supported when tested on the post-intervention scores of the branched RTSM. The analysis now considers the role of running activity on the post-intervention scores for the crossed transactional states across the three adverts.

5.6.4.2. *Crossed Transactional States x Advert Watched x Running Activity*

Univariate Analysis of Variance (ANOVA) was carried out on the post-viewing data across the four crossed transactional states. For the autic-mastery state, there was a difference between the scores of runners and non-runners across the three adverts. The mean score for non-runners across the three commercials was 4.31 for Saucony, 4.24 for Mizuno and 4.28 for ASICS. For runners the same scores were higher for all three

adverts: 4.71 for Saucony, 4.70 for Mizuno and 4.41 for ASICS. However, these differences between runners and non-runners were not significant ($p = 0.910$, $f = 0.094$).

Since the remaining three crossed transactional states are less integral to the hypotheses of the study, only the main effects of the ANOVA conducted on each state shall be reported. For the autic-sympathy state, the interaction between advert watched and running activity was non-significant ($p = 0.803$, $f = 0.220$). For the alloic-mastery state there was also a non-significant interaction between advert viewed and running activity ($p = 0.689$, $f = 0.373$). For the alloic-sympathy state the trend of non-significant interaction between advert watched and running activity variable was again evidenced ($p = 0.738$, $f = 0.304$).

Table 5.14. *Post-viewing scores from the RTSM-Bra: Video Watched x Running ability - Autic Mastery State*

Video		Running Categorisation	
		Run	Non-run
Saucony	m	4.71	4.31
	SD	2.47	2.79
	n	17	59
Mizuno	m	4.70	4.24
	SD	2.70	2.72
	n	40	80
ASICS	m	4.41	4.28
	SD	2.99	2.58
	n	32	65

5.6.5. *Summary of Video Advert Metamotivational Effects*

The main finding to emerge from the preceding analysis is that overall, participants in the study experienced the three commercials in a similar way. Thus, the experience of metamotivational state across the three primary measured metamotivational domains (means-ends, rules, crossed-transactional) for each of the commercials can be expressed as follows in table 5.15.

Table 5.15. *Overview of Adverts Effects on Metamotivational State (Post-viewing RTSM-Bra Scores)*

Video Commercial		Metamotivational Domain				
		Means-Ends		Rules		Crossed Transactional
		Telic	Paratelic	**Conformist**	Negativist	**Autic-Mastery**
Saucony	Dominance	**HIGH**	LOW	**HIGH**	LOW	**HIGH**
	Mean	**5.09**	0.86	**4.01**	1.30	**4.39**
Mizuno	Dominance	**HIGH**	LOW	**HIGH**	LOW	**HIGH**
	Mean	**4.48**	1.22	**4.32**	1.01	**4.39**
Asics	Dominance	**HIGH**	LOW	**HIGH**	LOW	**HIGH**
	Mean	**4.09**	1.32	**3.61**	1.48	**4.32**

NB: All other crossed-transactional state values = <1.0   Dominant states in **bold**

5.6.6. Introducing the PANAS Data: Examining the Effects of the Video Intervention

Normality

Data collected from the PANAS was summed for each of the ten positive affect and ten negative affect items to produce a mean score for each of the two types of affect. Despite the removal of outliers, results of the normality tests for skewness and kurtosis proved significant, indicating the data to be of non-normal distribution. This means it cannot be deemed appropriate to analyse the data using parametric tests. The exception being in instances where tests are considered robust to assumptions of normality. This means that for several of the analyses that follow, non-parametric versions of analysis were used.

5.6.6.1. Pre/Post-Intervention Differences in PA and NA: Overall

The mean values for PA and NA before and then after watching the video intervention show a clear difference between the levels of PA and NA experienced by participants. The level of PA experienced by participants was almost twice as high as that of NA for both pre and post intervention scores. However, this cannot be said to be

directly attributable to the function of the video intervention. More tellingly in this regard, PA, slightly decreased its mean value; from 27.74 to 27.56. NA more notably decreased; from 15.28 to 13.57. A Wilcoxon Signed ranks test was then performed to test the significance of these changes. For PA, the decrease between pre and post-intervention scores was found to be non-significant ($p = 0.969$). For NA, the decrease between pre and post-intervention scores was found to be significant ($p = < 0.001$).

5.6.6.2. *Pre/Post-Intervention Differences in PA and NA: By Video*

To verify whether the influence of the video watched on pre and post PA and NA scores was statistically significant, two repeated measures ANOVAs were performed. For measures of PA between the three groups, the effect of which video was watched was not found to be significant ($p = 0.927$, $F = 0.076$). Post-hoc tests revealed that none of the differences between the three groups were significant. For measures of NA between the three groups, the effect of the video variable was also non-significant. However, post-hoc tests did reveal that the level of (decreased) change in NA resulting from watching the Saucony video was significant when compared to that experienced from watching the Mizuno ($p = <0.000$; Bonferroni adjusted) or ASICS ($p = <0.000$; Bonferroni adjusted) videos.

5.6.6.3. *Pre/Post-Intervention Differences in PA and NA: By Running Activity*

In order to verify whether the influence of running activity on pre and post PA and NA scores was significant, two repeated measures ANOVAs were performed. For measures of PA between the two groups, a significant difference was found ($p = 0.020$, $F = 5.485$), suggesting that the intervention used in the study affected PA differently for runners and non-runners. For measures of NA between the two groups, the difference was not significant ($p = 0.578$, $F = 0.309$).

Further examination was then made via the analysis of difference for each of the ten PA items. Repeated and single (post-viewing only) measure ANOVA's were conducted for each of the ten PA items. The difference in change between the two groups was found to be significant ($p = <0.05$) for four emotions (interested, strong, enthusiastic, inspired). When difference was examined between runners and non-runners' post-viewing scores only for the same ten items, significant differences were only lacking in two of the ten emotions (alert, attentive). These two items were also notable for being the only emotions that decreased in value from pre to post-viewing for runners in the study.

Post-Hoc testing of the pre and post-intervention differences was also performed via separate t-tests for each group in order to establish the significance of change for runners and non-runners in PA and NA. For measures of PA within the two groups, the results for running participants (n = 115, t = -1.732, p = 0.086) and non-running participants (n = 260, t = 1.685, p = 0.093) were both found to be of non-statistical significance. Differences in the pre and post measures of NA within groups however, were both found to be highly significant. The significance levels of pre and post-intervention differences in NA scores for runners (n = 113, t = 5.410) and non-runners (n = 256, t = 5.761) were both indicative of significance levels of p = <0.000.

5.6.6.4. Pre/Post-Intervention Differences in PA and NA: By Gender

Post-Hoc testing of the pre and post-intervention differences within groups for male participants (n = 167) approached significance (p = 0.056, t = 1.928). For females (n = 211), results were much further from significance (p = 0.323, t = -0.990). Differences in the pre and post measures of NA within both groups for males (n = 167, t = 6.924) and females (n = 205, t = 4.514) were both highly significant (indicative of p = <0.000).

5.6.5. Pre/Post-Intervention Differences in PA and NA: Interactions between Gender, Running Activity and Video

For the interaction of video watched and gender, a 2-way repeated measures ANOVA revealed a non-significant effect on pre and post PA (p = 0.270, F =1.315) and pre and post NA, (p = 0.479, F =0.737). The effect of video watched combined with running activity also showed a non-significant effect on changes in pre and post PA (p = 0.603, F = 0.507) and pre and post NA (p = 0.383, F =0.962).

The analysis of running activity and gender did not produce evidence of any significant effects on pre and post PA (p = 0.358, F = 0.846) or NA (p = 0.090, F =2.822) resulting from this interaction. A 3-way repeated measures ANOVA of video watched, gender and running activity also revealed a non-significant effect on pre and post PA (p = 0.366, F =1.007) and on pre and post NA (p = 0.294, F =1.229).

The preceding results indicate that the significant differences between groups detected in the current study are the result of single sample characteristics rather than the interaction of multiple ones. The video intervention overall produced a different effect in runners (increase in PA) compared to non-runners (decrease in PA), and in

males (decrease in PA) compared to females (increase in PA). However, despite these findings there was a lack of results evidencing any significant differences between the three videos relating to PA or NA. This suggests that as with the analysis of the RTSM data, the three videos were experienced in a similar way in relation to the level of PA and NA experienced as a result of watching them.

Table 5.16. *Post-Viewing Scores & Significance Levels of 10 PA Items for Runners & Non-Runners*

Emotion	Run/Non-Runners	Pre-score Value (M)	Post-Score		Change	
			Value (M)	Difference (p)	(+/-)	Difference (p)
Excited	Run	2.17	2.58		+ 0.41	
	Non	2.04	2.26	0.022*	+ 0.22	0.135
Interested	Run	2.89	2.98		+ 0.09	
	Non	2.83	2.62	0.007**	- 0.21	0.027*
Strong	Run	3.08	3.15		+ 0.07	
	Non	2.94	2.72	0.003**	- 0.22	0.029*
Enthusiastic	Run	2.83	2.97		+ 0.14	
	Non	2.66	2.57	0.005**	- 0.09	0.061*
Proud	Run	2.83	2.88		+ 0.05	
	Non	2.54	2.40	0.002**	- 0.14	0.112
Alert	Run	3.04	2.89		- 0.15	
	Non	2.89	2.75	0.304	- 0.14	0.943
Inspired	Run	2.64	3.24		+ 0.60	
	Non	2.61	2.80	0.004**	+ 0.19	0.006**
Determined	Run	3.40	3.43		+ 0.03	
	Non	3.21	3.02	0.006**	- 0.19	0.110
Attentive	Run	3.05	2.75		- 0.30	
	Non	2.77	2.56	0.216	- 0.21	0.547
Active	Run	2.92	3.03		+ 0.11	
	Non	2.69	2.71	0.035*	+ 0.02	0.484

Difference significant at the 0.05 level   ** *Difference significant at the 0.01 level*

5.6.8. *Post-Viewing Effects on Intention To Purchase (ITP)*

The link between ITP and actual purchase behaviour is at best unclear (Morwitz, Steckel, & Gupta, 2007). Nevertheless, it remains one of the few ways of gaining insight into the practical impact of an advert on individual consumer behaviour and so constitutes a key part of the study. In order to measure the perceived effect of the video intervention on participants' ITP, a single item, 5-point likert-style variable was created by the researcher. The ITP variable asked participants if watching the advert they had been shown had affected their intention to purchase products associated with it. Thus, although the ITP variable was not a repeated measure, it did ask participants to gauge change in relation to their intentions to some extent. Participants had a choice of statements ranging from "No, I have no interest in purchasing products associated with the commercial" to "Yes, I will definitely be making a purchase of products associated with the commercial".

The mean score for the ITP item was 1.71, indicating that overall, the effect of the video-intervention had little impact on purchase intentions. When examined through the variable of video watched, univariate analysis of variance revealed there was no significant difference between the mean ITP scores of the three videos used in the study. In fact, the mean ITP scores for each advert were remarkably similar: Saucony 1.72, Mizuno 1.69 and ASICS 1.71. These results once again add to the evidence that there was little difference in the effect of the three adverts on the study's participants.

However, since 69% of the sample were non-runners, the majority of this group could quite conceivably be unlikely to have an interest in purchasing running brand products. With this in mind, further univariate analysis of variance was conducted to examine the effect of running activity on ITP. The results of the ANOVA revealed a highly significant difference (p =0.001) in the ITP scores of runners (1.95) and non-runners (m =1.60). This supports the hypothesis that runners are more likely to be interested in purchasing running products related to the three adverts, but is also still indicative of a low level of ITP.

Next in the analysis, the interaction between advert and running activity was examined in order to test whether the low level of ITP was universally experienced for runners across the three adverts. Results of the ANOVA showed that the interaction between ITP, video watched and running activity was non-significant (p = 0.170, f = 1.782). Replacement of running activity with the variable of gender however, revealed

there were significant differences between the three adverts' levels of ITP. The effect of video watched and gender on ITP was calculated at a significance level of $p = 0.006$ ($f = 5.176$). Inspection of the tabulated mean scores showed that the biggest differences lay between the ITP scores of male participants in the Saucony ($m = 2.08$) and ASICS ($m = 1.65$) adverts. There was also a similar level of difference between the ITP scores of females watching the Saucony video ($m = 1.34$) and females watching the ASICS video ($m = 1.75$). These results indicate that in terms of positively affecting ITP, the Saucony advert had greater impact on male participants and the ASICS advert had a greater impact on female participants.

Further analysis of another variable potentially affecting advert involvement, ethnicity, was also conducted. However, results of both single factor ($p = 0.313$, $f = 1.191$) and two-way ($p = 0.334$, $f = 1.139$) ANOVAs revealed no significant differences in ITP. This indicates that differences in ethnicity had little impact on the experience of ITP across the three adverts used in the study.

5.6.9. *Post-Viewing Correlation and Regression Analysis of ITP*

Correlational and regression analysis of the ITP variable was next conducted. This was done in order to help identify which variables in the study may be the strongest predictors of purchase intentions.

5.6.9.1. *Post-viewing correlation & Regression Analysis between Affect and ITP*

The variables first subjected to correlational analysis with ITP were the post-viewing scores in Positive Affect (PA) and Negative Affect (NA). For the relationship between post-viewing PA and ITP there was a significant correlation ($p = <0.001$). The Spearman correlation coefficient of 0.347 can be considered a moderate level of correlation (Dancy & Reidy, 2004). However, the results of a correlation analysis only calculate the strength of a relationship between two variables and do not indicate causality of that relationship.

In order to assess if and how well post-viewing PA might be a predictor ITP, linear regression analysis was next performed. Results of the analysis produced an R^2 value of 0.124, indicating that the variable of post-viewing PA accounts for 12.4% of variability in the ITP variable. This suggests post-viewing PA although significantly correlated with ITP, is not a particularly strong predictor of ITP.

Next in the analysis, a Spearman correlation was run to assess the relationship between post-viewing NA and ITP. Results of the analysis revealed there to be a highly non-significant correlation between the two variables (p = 0.991), with an extremely low correlation coefficient (r = -0.001). Since there was no need to explore linear regression of the two variables, the analysis turned its attention to some of the group differences in relationship between post-viewing affect and ITP.

5.6.9.2. Post-viewing Correlation & Regression Analysis between Affect and ITP: Group Differences

The analytical methods of bivariate correlation and linear regression employed do not permit the examination of group differences. Therefore, separate analyses of running and non-running participants were conducted using the select cases option in SPSS. For the analysis selecting the cases of non-running participants (n = 255), the correlation between post-viewing PA and ITP was less than the global correlation level of the sample (r = 0.347) but still both statistically significant and moderate in size (p = <0.000, r = 0.322). Results of the regression analysis for the same cases revealed an r square value of 0.121, accounting for slightly less variance in ITP scores than the global regression value of the sample (12.1% to 12.4% respectively).

For the analysis selecting the cases of running participants (n = 115), the correlation between post-viewing PA and ITP was slightly larger than the global correlation level of the sample (p = <0.000, r = 0.349). However, results of the regression analysis for the same cases revealed an R^2 value of 0.111. This value accounts for less variance in ITP scores than that for both the global sample value and the non-running cases (11.1% compared to 12.4% and 12.1% respectively).

Other variables examined in relation to running activity were those indicative of running duration, distance or event participation (additional questionnaire items for participants answering yes to being a runner). However, none of the correlation analyses revealed any significant relationships to the ITP item and therefore no follow up regression analyses were performed. Since the analysis involved only just over one third of the sample (participants classified as runners) the lack of significant correlations may be a product of the smaller sample size. However, that remains to be determined through future research.

5.6.8.3. Post-Viewing Correlation & Regression Analysis Between Metamotivational State & ITP

Correlations between post-viewing scores and ITP proved to be non-significant for both telic (p = 0.264, r = 0.066) and paratelic states (p = 0.700, r = 0.023). Correlations between post-viewing scores and ITP were also non-significant for the conformist state, however they were approaching significance for the negativist state (p = 0.058, r = 0.109). The correlation between ITP and post-viewing autic scores however, was found to be significant (p = 0.039, r = 0.120). Since the result was significant, it was followed up with linear regression analysis in order to assess the shared variance of the two variables. Linear regression showed that post-viewing autic state scores were not a strong predictor of ITP (R^2 = 0.017) accounting for less than 2% of variability in ITP scores. Examination of the relationship between post-viewing alloic state scores and ITP revealed no significant correlation (p = 0.877).

For the relationship between post-viewing autic-mastery scores and ITP there was a significant correlation between the two variables (p = 0.049, r = 0.116). There was also a significant correlation between post-viewing autic-sympathy state and ITP (p = 0.031, r = -0.127). Results of the linear regression revealed both variables to be equally weak predictors of ITP however. The post-viewing scores in autic-mastery (R^2 = 0.012) and autic-sympathy (R^2 = 0.013) accounted for less than 2% of variability in ITP scores. Correlations were non-significant for the relationship between ITP and the remaining two crossed transactional variables of alloic-mastery (p = 0.087) and alloic-sympathy (p = 0.100).

5.7. Discussion

5.7.1. Theoretical Discussion and Explanation of the Documented Metamotivational Effects of the Three Adverts

Discussion of Overall Effects on Metamotivational State (Research Questions Strand 1)

The key conceptual finding to emerge from the current study is the widespread empirical documentation of metamotivational reversals in the study's participants. The significance of the data captured in the current study is that it provides the strongest scholarly evidence to date in support of the concept of metamotivational reversals. As reported in the prior review of literature, previous research measuring shifts in

metamotivational state has tended to be limited to study of only one of the four metamotivational domains. When this has not been the case, the sample sizes utilised have been small (e.g. Males et al, 1998). The scale of both participants used and reversals documented in these studies is far exceeded by the total of 222 reversals experienced by 173 different participants in the current study.

Further to the scale of reversals documented in the current study, the speed at which they were documented is also a novel contribution to existing research. Previous studies documenting metamotivational change have tended to examine reversals over events and periods of time longer than in the current study. Whilst the videos used to trigger reversals in the current study were only one-minute long, the time between repeated completion of the RTSM bundled items was closer to 10-15 minutes. However, this still compares favourably to the periods of time over which repeated measures were taken in previous studies. These include the time inclusive of pre, during and post competition during a canoe slalom event (Males et al, 1998); the time taken to complete challenging children's puzzle (Barr et al, 1993), with the average being forty-two minutes (Apter, 2007); a two-hour period interacting with a video game or computerised statistics teaching program (Lafreniere et al, 1988); before and after a student examination/before and after a recreational game of badminton (Kerr & Tacon, 1999).

Moreover, the documentation of metamotivational state reversals in the current study strengthens the empirical evidence base demonstrating not only that reversals happen, but that they occur relatively instantly. This provides support for the concept of bi-stability as a fundamental mechanism in the "discontinuous change or switch" (Apter, 2001, p. 39) characterizing reversals. Although not documented instantaneously in the current study, the findings also evidence the ability of advertisements to act as potentially powerful triggers of the bi-stable mechanism that produces reversals.

In addition to the novelty of their empirical documentation, a key factor in the discussion of the metamotivational reversals recorded in the current study concerns explanation of their occurrence. Reversals occur via one of three processes; satiation, frustration, or (environmental) contingency (Apter, 2007). In the context of the current study, it could be argued that any of these three processes may have been responsible for triggering reversals. For example, participants may have felt frustration at being asked to complete the questionnaire in the study. This may have been exacerbated when

asked to complete repeated measures in a relatively short space of time. Alternatively, participants may have experienced satiation of their current metamotivational states whilst completing the questionnaire if they had been operative for long enough prior to completion of the questionnaire.

However, these two above explanations both appear less likely than the reversals experienced in the study having been triggered by a contingent factor. That is to say by "some environmental event or situation occurring" (Apter, 2007, p. 55). In the design of the current study the primary contingent event or situation was the viewing of a sixty-second running brand advertisement. Desselles and Apter have suggested that inducing contingent reversals occurs by "positioning the participant in an experientially different place" (2013, p. 45). Thus, it can be postulated that the experiential adverts used in the study were able to produce such an effect in participants when viewed.

Discussion of Overall Effects on Affect (Research Questions – Strand 2)

Overall, the three adverts had a limited impact on positive affect, causing a slight reduction in the levels experienced by participants pre to post viewing. This suggests that the emotional connection and impact participants felt in relation to viewing the three adverts was negligible. However, the results of the study revealed a stronger affective response when pre to post-viewing changes in positive affect were examined through comparison of runners and non-runners in the study. The variable of running activity was shown to have a significant effect on changes in positive affect experienced as a result of watching one of the three adverts. The clear effect of an increase in positive affect for runners and a decrease in positive affect for non-runners indicates running activity to play an important role in the affective responses to the three viewed adverts.

In order to explain the differences in affect found between runners and non-runners in the study, the concept of advert involvement can be revisited. Although not empirically measured, it was previously hypothesized that the level of advert involvement experienced by runners is likely to have been higher than that experienced by non-runners. One way to help support this hypothesis with regard to affect, is to look at the mean values for PANAS items that relate to the concept of involvement. The PANAS items of interested and excited are both replicated in relation to measures of consumer involvement found in Wells' Reaction Profile (1964) and Zaichowsky's Personal Involvement Inventory (1985). Referring to the mean (post-viewing) values of

these two items in the current study shows that they were both significantly higher for runners than non-runners (table 5.16). Whilst not direct measures of involvement, these results enhance support for the assertion that runners experienced higher levels of involvement than non-runners.

In contrast to the overall negligible effect of the three adverts on positive affect, the study found a significant overall reduction in negative affect between pre and post-viewing. However, unlike the variable of positive affect, there were not any significant group differences between runners and non-runners found, with both groups experiencing similar rates of reduction in negative affect. This is perhaps a surprise given the differences in positive affect that were found between runners and non-runners, although it also suggests that positive and negative affect are not necessarily negatively correlated. Watson et al (1988) have asserted the distinctive, uncorrelated dimensions of positive and negative affect within the PANAS. The above findings coupled with the results of the PCA conducted on the PANAS in the current study would appear to support this claim.

Discussion of Individual Advert Effects on Metamotivational State – Answering Research Hypotheses 1,2,3 & 5 (Research Questions Strand 1)

H 1: *The three adverts will affect the telic and paratelic states differently; the Mizuno advert will be experienced as paratelic-dominant, the ASICS advert will be experienced as telic-dominant*

The results comparing the effect of the three commercials used in the study did reveal one significant difference within the telic-paratelic pair of states. A significant difference in post-viewing scores in the telic state between the Saucony and ASICS adverts was found. However, as evidenced in table 5.15, based on the post-intervention RTSM-bra data, all three adverts still scored comparatively highly for the telic state when compared to the paratelic state scores. Indeed, the differences in levels of post-viewing telic state experienced by participants were significantly higher than that of the paratelic state for each of the three adverts.

The McNemar analysis of change between pre and post-intervention data from the RTSM-bun also revealed similar effects between the three videos. Although due to the smaller sub-sample size that viewed the Saucony advert, this could could not be statistically verified on all three videos. This suggests nevertheless, that with the

addition of tracking changes in telic and paratelic state from pre to post viewing there still remains a uniform effect taking place across the three adverts. Based on this evidence H1 must be rejected; Although one significant difference was found, each of the three adverts affected the telic and paratelic states similarly, with the telic state significantly higher.

H 2: *There will be similarly high post-viewing levels of the autic-mastery state experienced by participants for all three videos.*

The results comparing the effect of the three adverts used in the study did not reveal any significant differences in the experience of the autic-mastery state in participants. As evidenced in table 5.15, all three adverts scored relatively highly for the autic-mastery state when compared to the three other crossed transactional states. In fact, the proximity of the mean scores for autic-mastery in each of the three adverts was greater than for any of the 10 measured states.

When examined through the variable of running activity, runners did experience higher mean scores than non-runners in autic-mastery. However, the difference in autic-mastery scores between adverts for both groups was negligible. Due to the four dimensions of the crossed transactional variable on the RTSM-Bun, McNemar analysis of change between pre and post-intervention data was not possible. However, the analysis that was possible supports the prediction of each of the three adverts producing a similarly high level of autic-mastery in participants, which is essentially a null hypothesis.

H 3: *There will be a smaller effect on the conformist and negativist states compared to the other pairs of states but with the Mizuno and Saucony adverts producing slightly higher levels of negativism in participants.*

The mean values for the conformist state were not quite as high as that for the telic and autic-mastery states. Nevertheless, they still represented a clear dominance of the state in the post-viewing experience of participants in the study. Indeed, for each of the viewed adverts, the post-viewing levels of conformity experienced were proved to be significantly higher than the levels of negativism experienced by participants.

When analysed through pre to post viewing change, McNemar analysis revealed a significant difference in the amount of participants experiencing the conformist and

negativist states. Analysis of change between pre and post-intervention data from the RTSM-bun also revealed similar effects across the three adverts, with change more prevalent from negativist to conformist than conformist to negativist states. Based on this evidence H3 must be rejected; the anticipated (slight) dominance of the negativist state in the Mizuno and Saucony adverts was not evidenced and instead all three adverts exhibited a similar effect of increasing the conformist state in participants.

H 5: *The levels of metamotivational state experienced by runners will better reflect the hypothesized effects of the three viewed adverts than those of non-runners.*

No significant differences were found in the post-viewing scores between runners and non-runners for any of the three measured metamotivational domains. What is more, on each occasion the scores of runners mirrored the overall trend in the sample of dominance of the telic, conformist and autic-mastery states for each of the three adverts. The post-viewing scores of runners were higher than non-runners in the paratelic state for the Mizuno advert. However, they were still far lower than that experienced by either group in the telic state for the same advert, therefore failing to disrupt the trend of effects described above. The post-viewing autic-mastery scores of runners were higher than those of non-runners for each of the three adverts, but not significantly so.

The findings indicate that runners were not engaging with the dominant metamotivational states in the three adverts significantly more than non-runners were. Had the assumed higher level of involvement of runners offered evidence to support H5, then the overall trend of telic dominance for each of the adverts would have been reversed for the Mizuno advert and been less evident in the Saucony advert. Since this was not the case however, H5 must be rejected; the levels of metamotivational state experienced by runners did not better reflect the hypothesized effects of the three viewed adverts than those of non-runners.

Discussion of Individual Advert Effects on Metamotivational State – Possible Theoretical Explanations (Research Questions Strand 1)

The homogeneity of the three commercials in the dominance of the telic, autic-mastery and conformist states in the experience of participants in the study has a number of potential permutations. The first consideration is that the analysis conducted on the three adverts made in study 1 may have incorrectly characterised the dominant

metamotivational profiles of the adverts under study. This analysis was based on the interpretations and application of reversal theory by the researcher alone, so it may be that the hypothesized differences between the three adverts were based on false premises.

One strategy for clarifying this ambiguity is to gather additional interpretations of the three adverts in relation to the measured metamotivational states in the current study. These interpretations can then be used to cross-validate the interpretations made by the researcher in study 1. This will be an objective that the 3rd study in this research project aims to meet. By interviewing a sample of participants who can speak authoritatively about running and articulate their own perceptions of the three studied adverts, the interpretations made in study 1 can be empirically tested.

However, it must also be considered that the relationship between the interpretations of what is presented in the three adverts and the empirical response to watching them is not necessarily congruent. Participants in the study may well have interpreted and identified the same dominant metamotivational states in each advert as the researcher did in study 1. Yet it may be that they did not experience those same metamotivational states due to other variables affecting participants during the study.

One such variable or combination of variables to affect the experience and responses of participants in the study are the experimental demand characteristics of the study. The basic premise of the experimental demand characteristics concept articulated by Orne (1959, 1962, 1969) is that the behaviour and experience of an individual will change as a result of the knowledge they are part of an experiment. Orne further explains the potential effect of experimental demand characteristics by stating that "the subject's behaviour in an experiment is a function of the totality of the situation" (1962, p.783).

Lutz et al (1983) have noted the possible experimental demand characteristic effects in relation to studies utilising adverts. The authors suggest that placing participants in a pre-testing situation may suppress some responses that potentially occur when watching adverts 'naturally' at home, creating more conditioned responses instead.

Several experimental demand characteristics of the current study need to be taken into account. The environment the questionnaire was completed in, the act itself

of filling out a questionnaire, and any perceived expectations participants may have on the purpose of the study must all be considered. It may be that in the current study one or more of these variables combined to over-ride the specific effects of each video advert. However, the hypothesized effect of the study's experimental demand characteristics is difficult to prove without carrying out follow-up interviews with participants, something not built into the design and timescale of this research project.

Apter (2007) has discussed the role that environmental contingency has on metamotivational state, suggesting that particular settings or environmental conditions may tend to induce particular metamotivational states. Moreover, on the act of inducing metamotivational reversals (such as in the experimental design of the current study), Apter (2007, p. 64) states that "one can never guarantee that one will be able to induce a reversal…since the contrary forces (e.g. coexisting environmental conditions) may be too powerful".

Furthermore, Kerr and Tacon (1999) tested some of the situational hypotheses of reversal theory. The authors found that the setting of a university lecture theatre (along with the university library) was strongly predictive of the telic state. Whereas the university sports centre and a party in the university student union building were predictive of the paratelic state.

Kerr and Tacon's work suggests that the setting of (a number of different) university lecture theatres used to collect data in the current study may have contributed to the study results. This inference is clear regarding the dominance of the telic state documented in the current study but may also relate to the other two dominant states in the study. The act of being sat in a lecture at university, as were the participants in the current study, can also be associated with the conformist and autic-mastery states. That is to say, the metamotivational states or dispositions that might be typically associated with the experience of being a student in a university lecture.

Discussion of Individual Advert Effects on Affect – Answering Research Hypothesis 4 (Research Questions Strand 2)

H 4: *The three viewed adverts will each cause the experience of positive emotions in viewers to increase as a result of watching them.*

Although each of the three adverts was able to produce a reduction in negative affect, the anticipated increase in PA did not occur. However, when each of the three

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adverts was divided between runners and non-runners, on each occasion the pre to post-viewing PA scores of runners did increase. Therefore, overall H 4 must be rejected, but in relation to runners in the study, can be accepted. This finding further underlines the previously discussed potential effect of advert involvement on the effects of adverts.

The one significant difference that was found between the three adverts was in the levels of reduction in negative affect in the Saucony advert compared to both the Mizuno and ASICS adverts. This does suggest that the content of the Saucony advert was able to reduce negative affect more effectively than the two rival adverts. The homogeneity of affective responses to the three viewed adverts was also demonstrated in group differences between runners and non-runners. Each of the three adverts mirrored the overall effect of increasing positive affect in runners and reducing it in non-runners, indicating they were able to emotionally engage runners to a similar extent. In terms of affect then, there is nothing in the results of the current study to suggest that any of the three adverts was able to differentiate itself from the two rival brands. The commercial implications of this homogeneity are now discussed with reference to metamotivational state and affect.

5.7.2. Discussion of the Commercial Implications of the Documented Metamotivational Effects of the Three Adverts (Research Questions Strand 3)

From the commercial and marketing perspective, the main finding to emerge from this study, the homogeneity of effect of all three adverts on metamotivational state and affect, has one clear implication. The results suggest that in the context of the three adverts used in the current study, the three associated running brands are not differentiating themselves from their immediate market competitors. One of the primary objectives of any brand is to present specific qualities and meanings that increase its value and mark it out from other brands in the marketplace (Broadbent & Cooper, 1987; Kolter et al, 1991). This is conceptualised in the literature as brand image, with advertising providing a key platform for the creation and communication of brand image (Meenaghan, 1995).

Moreover, the role of advertising involves creating a relationship with the consumer at two levels, the informative and the symbolic (Meenaghan, 1995). Sustainable advantage in the marketplace is increasingly derived less from technological and utility values of a brand's products (King, 1991; Parker, 1991; Wells, 1989), since "competitive imitation generally diminishes functional differences between

brands over time" (Dawes, 2009, p. 450). So it follows, the psychological and affective impact a brand achieves through advertising becomes more important. Therefore, the current study and the framework employed represents an important way for marketing managers to gauge the capacity of their brands to differentiate themselves.

If a brand can tap into metamotivational constructs that their rivals are not using, then the potential to increase the level of brand differentiation is increased. However, there does of course have to be a commercial logic to the metamotivtional constructs a brand presents. That is to say, they must be representations of metamotivational state that the consumer can relate to and engage with. The third research study that follows will attempt to discover what metamotivational states might be suitable for the marketing of running experiences, in the context of ultra-running consumers.

5.7.3. Discussion of Advert Effects on ITP (Research Questions Strand 3)

In addition to the ability of an advertisement to project the brand's image and differentiate it from rival brands, adverts are also judged on their capacity to instil purchase intentions. The extent to which each of the three adverts achieved this was proved to be almost identically limited in the results presented prior to this discussion. However, the role of positive affect was found to be an important variable in relation to purchase intentions in the results of the current study.

The variable to have the strongest correlation with ITP was that of post-viewing positive affect. PA was not proved to be a strong predictor of ITP and overall decreased between pre and post-viewing for each of the three adverts. Nevertheless, the positive correlation found between PA and ITP suggests that eliciting positive emotions in viewers is linked to greater levels of purchase intentions.

The positively correlated relationship between PA and ITP found in the current study is supported by a number of other studies to have produced similar findings (Wang & Kaplanidou, 2013; Aaker et al, 1986; Jang & Namkung, 2009; Martin et al, 2008; Morris et al, 2002). Other studies of purchase behaviour rather than just intentions, have found that the positive emotion of excitement in particular can increase the likelihood of unplanned purchases (Dawson et al, 1990; Babin et al, 1994). Thus, it should not be surprising that excitement proved to be one of the highest correlating emotions with ITP in the current study. Further, Van Den Putte (2009) suggests that

adverts constructed around emotions are more likely to increase ITP in viewers than other advert construction strategies.

H 6: *The purchase intentions of runners will be higher than non-runners due to their increased level of advert involvement.*

Similarly to the differences between runners and non-runners in pre to post-viewing changes in PA, higher levels of ITP and higher correlations between PA and ITP were also experienced by runners. The level of purchase intentions documented by runners was significantly higher than that documented by non-runners in the study. Therefore, H 6 was supported by the results of the study, although the level of purchase intentions documented by runners remained low.

The previous discussion has suggested that advert involvement was likely to have been higher for runners than non-runners. Thus, the ability of runners to better relate to the experiences presented and the associated products of the three viewed adverts is likely to have also produced higher purchase intentions. Similarly, the concept of advert involvement can also be used to explain some of the differences documented in ITP by gender. Significant differences in ITP scores were found amongst female participants between the three adverts, with the ASICS advert scoring highest. It could be postulated that the higher levels of ITP documented by female participants watching the ASICS advert were the result of an increased level of involvement due to its female-centred narrative.

It must also be reinforced however, that the levels of ITP and correlation values reported throughout the study even when significant group differences were found, were still not particularly high. Therefore, this may indicate that while hypothesized to be greater than non-runners, the level of advert involvement in runners may not necessarily have been particularly high. One recommendation to be made concerning this point is that the construction of adverts should also be done in such a way that maximizes the level of potential involvement or personal relevance for the advert's target group. The level of personal relevance to the three adverts' target group of runners was perhaps not maximized for younger runners who comprised the majority of runners in the current study's sample.

If brands such as ASICS, Mizuno and Saucony wish to attract more young consumers through their experiential advertising then they may need to adopt more

youthfully relevant narratives. The challenge for serious running brands like ASICS, Mizuno and Saucony is to present images of running that resonate with popular (youth) culture whilst maintaining authenticity as serious performance sports brands. Previous research has indicated that the use of sports celebrities/famous athletes in advertising can have a positive effect in engaging younger consumers (e.g. Bush et al, 2004; Dix et al, 2010; Grohmann et al, 2013). However, it is noticeable that this was not an approach that any of the three studied brands adopted in the adverts used in the current study.

5.7.4. Conclusions & Summary

The study reported on here has made a number of contributions to existing scholarly knowledge and recommendations for marketing managers of running brands. First and foremost, the current study has provided comprehensive empirical evidence of the occurrence of metamotivational state reversals across all four domains of reversal theory. Subsequently, the study has demonstrated the ability of the branched RTSM to capture this information effectively. However, psychometric analysis of the branched RTSM has shown that reverse coded items appear to reduce the internal consistency of the measure. In its current guise as employed in this study, the internal consistency of the conformist-negativist and autic-alloic sub-scales was below the generally accepted standard. However, this does not directly detract from the validity of the study's findings since only the bundled version was used to track reversals.

In relation to the three adverts used in the study, a strong degree of homogeneity was documented in their effect on metamotivational state and affect when viewed by participants. The finding of metamotivational homogeneity has partially supported the hypotheses of advert effect made in study 1. The hypothesis that all three adverts would produce high levels of autic mastery was supported. However, the hypothesis that there would be differences between the three adverts in relation to experience of the telic-paratelic pair was not supported.

The hypothesis that each of three adverts would increase positive affect was also not supported, however it was when only based on the data of runners in the study. The effect of running activity did not alter the overall metamotivational effects of the three adverts. Nevertheless, it does represent the most powerful independent variable in the study, with runners also experiencing significantly higher purchase intentions than non-runners.

The finding of homogeneity of effects has been explained in relation to the possible effects of the demand characteristics of the study. Alternative study designs that may help to reduce these experimental demand characteristic effects are discussed in the limitations section that follows. However, the commercial extrapolation of these results is that the three studied brands were not able to differentiate themselves from each other in the context of the three viewed adverts. Thus, in terms of the psychological and emotional effects of the three adverts studied here, the marketing aim of presenting a unique offering to consumers was not achieved.

One of the commercially disappointing aspects of the homogeneity of effects across the three studied adverts was the shared low level of intention to purchase documented by participants. This finding suggests that in the context of young consumers in particular, the three studied brands may need to do more to encourage consumption of their products. Despite the low levels of intention to purchase recorded in the study, a positive correlation between the experience of positive emotions and intention to purchase was found however. This finding supports previous scholarly research identifying the positively correlated relationship between these variables and highlights the potential value of projecting positive emotions through advertising. However, the homogenous effect of the three adverts on positive affect was to slightly reduce it. This casts doubt on the extent to which the content of the three adverts was directly responsible for the positive correlation with intention to purchase found in the study.

5.7.5. *Limitations & Future Research*

Limitations

The major strength of the current study concerns its ability to empirically document the occurrence of reversals in metamotivational state. However, a limitation of the analysis undertaken was that only non-parametric data from the bundled RTSM was used to study this phenomenon. Had the branched RTSM been employed as a repeated measure, further analysis of the three adverts' metamotivational effects could have been undertaken, in particular that of group differences within each advert's sample.

Furthermore, a limitation of the results from the bundled RTSM is that the extent to which these metamotivational reversals were triggered by the adverts used in

the study remains uncertain. As has been discussed, other contingent factors included in the experimental design characteristics of the study may also have contributed to the reversals documented in the study.

However, this is a limitation that any study seeking to measure some kind of experiential change in participants must acknowledge. Furthermore, all psychological measures have the potential to alter the psychological property under measurement by virtue of the very act of measuring it (Cramer, 2013). Thus, a questionnaire that implicitly seeks to ask respondents whether they have experienced some kind of psychological change may help to trigger change by the very act of asking about it.

Furthermore, a study designed to measure the individual effects of three viewed running adverts, another limitation of the study concerns the experimental design used. Desselles and Apter (2013) have suggested that studies of contingent metamotivational effects would be best measured using the same participants across multiple experimental conditions. This would mean that any differences in documented metamotivational effects could be more confidently asserted as the effect of differences in experimental conditions rather than differences between experimental samples.

The current study may have benefited from such an approach, producing potentially different results if the same participants were used to measure the effects of all three adverts. However, the effect of participants completing an identical experimental process for three different adverts may have compounded the experimental demand characteristics of the study. That is to say, participants' familiarity to the experimental design may have heightened their perception of what they believed the experiment's purpose to be, causing behavior to be modified (Orne, 1969).

With regards to the analysis of difference between the three studied adverts, it should also be recognized that not all hypotheses tested in the study were strictly appropriate for this measure. On reflection, H2 should have been either omitted or rephrased as it was a null rather than alternative hypothesis. The use of a hypothesis stating that there will be differences between means-ends compared to transactional metamotivational states across the three studied adverts may have been more appropriate.

A further limitation of the current research concerns the completion rates of questionnaires provided by participants in the study. Both versions of the RTSM

contained completed (post-intervention) responses to all items from only just over half of the participants questioned (56.6% for the branched, 54.7% for the bundled). These figures are similar to average survey response rates in the behavioral sciences found in studies by Baruch (1999), and Baruch and Holtom (2008). However, when questionnaires are administered directly to the sample by the researcher, the authors state that completion rates are likely to be far higher due to the increased compulsion for participants to take part.

A final area in which limitations of the current study should be recognised concerns the sample that was used. Whilst the study was able to powerfully document the occurrence of metamotivational reversals it must be acknowledged that this empirical finding was limited to a specific undergraduate population. The sample used in the current study was able to demonstrate greater ethnic diversity than the previous study by Desselles et al (2014) using the RTSM. However, diversity of age in the sample of the current study and that of Desselles et al (2014) was far less pronounced and so represents one of the areas future research utilizing the RTSM should address.

Future Research (General)

Future research should seek to build on the findings of the current study by measuring and empirically documenting metamotivational state reversals in a range of 'real life' environments and contexts. The current study has played a significant role in empirically verifying the occurrence of metamotivational reversals. However, future studies should seek to strengthen the empirical foundations of the theory by demonstrating that the occurrence of metamotivational reversals are not a product of particular experimental conditions.

In relation to the advertising-specific findings of the current study, the potential role advert involvement may have on key advert effectiveness variables such as PA, ITP and A_{Ad} requires further examination. Future studies should where possible, seek to include some kind of measurement of advert involvement in their battery of questions. This would allow researchers to understand the role of this variable more clearly rather than judging its level in participants through a priori means such as was the case in the current study.

Future research on running brand advertising would also benefit from an approach that examines a wider cross-section of brands. This would allow researchers

the opportunity to compare the effects of predominantly performance-focused brands like ASICS, Mizuno and Saucony with more commercially diverse brands such as Nike, Adidas and Reebok. Brands such as Adidas, Reebok, and in particular Nike have been recognised for the importance they place on the youth market (Duncan, 2005, cited in Dawes, 2009, p .455). Scholars have also identified such brands' ability to market their products around youthful images and to attract young consumers (e.g. Newall & Steel, 2002; Ruddick, 2003). Therefore, examining responses the advertising of such brands produce in viewers could potentially offer some valuable insights into advertising strategies able to better engage young consumers.

Future Research (Thesis)

The results of the documented effects of the three adverts in the study have placed some doubt on the metamotivational states identified in relation to each advert in study one. Since differences within the telic-paratelic pair identified in study 1 were not experienced by participants in the current study, the need for cross-validation of the analysis made in study 1 is reinforced.

Furthermore, the homogenised effects of the three adverts on metamotivational state and affect documented in the current study require strategies to be identified for the studied brands to better differentiate their advertising. Better understanding the variety that exists in running experiences could help to identify alternative ways for brands to present running in their experiential advertising. The following study will seek to answer these questions by interviewing a group of ten ultra-runners about their perceptions of the three studied adverts and their own running experiences.

Chapter 6.0: A Reversal Theory Examination of Ultra Runners' Running Experiences, Motivations & their Interpretations of the Adverts of Three Leading Running Brands

6.1. Study Abstract

The present study investigates interpretations of the three adverts employed by the researcher in study 1 in a sample of ten ultra-runners. Each of the ten participants in the study were interviewed in order to investigate their perceptions of the three adverts and gain insights into their own running experiences, using the explanatory framework of reversal theory. Results of the study support the interpretations of the three studied adverts made in study one but provide some additional insights. The framework of reversal theory reveals the group of runners interviewed to carry experiences resembling an alternative phenomenology of running to those centred around telic and paratelic autic-mastery in the three studied adverts. Findings of both these areas of the study's inquiry have impact of value to the marketing managers of experiential running brand advertising.

6.2. Aims & Rationale

6.2.1. Study Aims

The main purpose of the present study is to add context, personal narrative and phenomenological depth from a runner's perspective to understanding the experience of running and the experiences presented in the three adverts. So far this thesis has examined the three studied adverts of ASICS, Mizuno and Saucony from the researcher's perspective and from a quantitative perspective utilising a pen and paper questionnaire. However, neither of these methods have allowed the researcher to talk in depth to the core subject of this thesis; runners themselves.

The primary aim of the study is to investigate interpretations of the three viewed adverts both within and beyond the confines of reversal theory, and to widen understanding of their impact and content. This is an important aspect of the study in harnessing its capacity to generate new and meaningful knowledge, particularly that which may be applied at the marketing management level. Should participants not be given freedom to express the full range of their interpretations, the opportunity to gain potentially valuable insights into the impact of the three studied adverts would be missed.

An important secondary rationale behind the present study is to assist the researcher in his interpretation and analysis made in study 1 of the three studied adverts by ASICS, Mizuno and Saucony. This approach can be understood as a form of triangulation where the results of one study or method are used to cross-validate the results of another. Thus, as outlined in Mathison's (1988) account of triangulation (cited in Golafshani, 2003); the results obtained in this study will be used to both evaluate the findings and help counter the inevitable researcher bias present in study 1, recognised in most qualitative research. This process of triangulating data from multiple sources in order to clarify interpretation of a particular phenomenon has also been referred to as a form of qualitative reliability (Trotter, 2012).

Furthermore, rather than simply provide empirical support for the interpretations made in study 1, the triangulation process between the two studies is also designed to incorporate new insights into the analysis of the three studied adverts. This draws on the process of investigator triangulation described by Johnson (1997, p. 284) as the process of considering "the ideas and explanations generated by additional researchers studying the research participants" (Cited in Golafshani, 2003, p. 604). However, the difference with the current study is that additional (expert running) participants rather than researchers have been utilised to perform the role of investigator triangulation.

Adopting this approach to the analysis of the three studied adverts is intended to enhance the rigor of the highly interpretive account provided in study 1, demonstrating evidence of the criterion of trustworthiness. Trustworthiness is articulated by Lincoln and Guba (1985, 1986) as an overarching concept for establishing the quality of qualitative research (Skinner et al, 2015). Trustworthiness, along with authenticity can be understood as parallel criteria for validity and reliability in qualitative research (Veal & Darcy, 2014). In order to uphold these criteria in relation to the present study, the practice of thoroughly reporting the processes of collection and analysis of data as advised by Henderson (2008) has also been followed. Following the recommendations of Morrow (2005), additional material for the establishing of trustworthiness has also been supplied in the form of an analytical audit trail of generated themes (appendix VI).

The third aim of the study concerns investigation into the motivations and experiences of ultra-runners. The starting point for this examination will be the extent to which the ultra-running participants in the study relate to the experiences of running presented in the three studied adverts. However, the aim of this strand of the study will

be to extend understanding of ultra-running experiences beyond the confines of the three studied adverts. This will be done using reversal theory as an explanatory (but by no means exhaustive) framework for the different motivations and experiences whilst running that participants in the study articulate.

6.2.2. Study Sample

The participant sample for the study comprises 10 UK based ultra-runners (further details found in method section). The rationale for composing the study sample of this specific type of runner is four-fold. Firstly, ultra-runners represent a unique group of runners of which relatively little is known. As the review of literature that follows shall reveal, they are the subject of limited scholarly research. These two factors make ultra-runners ripe for the subject of PhD investigation and its primary purpose of generating new knowledge.

Secondly, in relation to the study's objective of examining running experiences using the framework of reversal theory, it was felt that ultra-running participants offered rich sources of running experiences. This assertion was based on the observations outlined in the literature of the broad experiential portfolios ultra-runners typically carry. Thus, participants would be more likely to have a greater range of experiences to draw from when being interviewed and attempting to refer to the eight metamotivational states of reversal theory.

Thirdly, in order to serve their function in the process of investigator triangulation, it was essential that the study participants had a high level of both running knowledge and experience. The sport of ultra-running tends to comprise seasoned runners who have accumulated a vast array of running knowledge and experience in order to surpass the 26.2-mile marathon threshold. As such they have been referred to as "Master runners" (Knechtle, 2012, p. 311) representing a unique sample of running experts accessible outside of elite level running.

Finally, in restricting the participant intake to ultra-runners, the criteria of sample homogeneity was better able to be met, with the literature suggesting that they comprise a unique group of runners. Qualitative research studies do not seek generalizability in their findings in the same way quantitative studies do. However, sample homogeneity ensures the study's findings may say something about a particular group of people rather than simply a diverse collection of individuals. This

characteristic of the sample is particularly important for the secondary objective of the study in which reversal theory is used to say something about the particular running experiences of ultra-runners.

6.2.3. Study Research Questions

As articulated in the aims for the study, there are two main strands to the questions this study intends to answer. The first strand of questions concerns the running motivations and experiences of ultra-runners. The second strand of questions concerns ultra-runners' interpretations and perceptions of the three studied adverts These two strands are framed by the over-arching question of how the representations in the three studied adverts compare to the motivations and experiences of participants in the study. The key and sub research questions to these three strands of the study can be summarised as follows below.

Strand One:

Understanding Experiences of Ultra-Runners in Reversal Theory Terms

- What are the motivations for and experiences of running within this sample?

  o How can participants' motivations and experiences be explained in reversal theory terms?

Strand Two:

Ultra-Runners' Perceptions of Viewed Adverts in Reversal Theory Terms

- What metamotivational states do participants in the study perceive to be represented in the three studied advertisements?

  o How do these interpretations compare to those made by the researcher in study one – what level of support is evident?

  o What comparisons and contrasts exist?

6.3. Review of Literature

6.3.1. Ultra-Running Background

Ultra-running is defined as the running of any distances that exceed 26.2 miles. More specifically ultra-marathons tend to be run at set distances of 50km, 100km, 50 miles, and 100 miles (Knechtle, 2012). Some ultra-races are also run over a set period of time ranging from 6hrs to multiple day races (IAAF, 2016), with the objective being to cover the most distance possible. Based on figures by the International Association of Ultrarunners (IAU) in 2012 it is estimated that there are over 100,00 ultra runners worldwide (cited in da Fonseca-Engelhardt et al, 2013). Other sources have indicated the current number to be far higher, claiming over 200,000 individuals competed in ultra-marathons in 2015 (Deutsche Ultramarathon Vereinigung EV).

The numbers of people participating in ultra-marathons is the result of what is only a relatively recent increase in popularity of the sport. According to statistics published by UltraRunning Magazine (2014), between 2004 and 2014 there has been a rapid increase in both ultra-running events (235 to 896) and races (<300 to 1357). Although these numbers are far behind those of marathon distance events and races, the rate of growth is far quicker in ultra-running (Metzler, 2014). The growing interest in participating in this sport may be understood in part by the loss of status of the marathon as the pinnacle of running achievement (Greenwood, 2012). The popularisation of the marathon distance has seen a growing number of runners look for experiences and achievements beyond the traditional 26.2-mile distance.

The growth of ultra-running over the past decade has led to a growing scholarly output mirroring the increasing interest in the sport. However, to date the majority of studies conducting research into ultra-running have focused on examining the physiological demands and effects of the sport (e.g. Noakes et al., 1983; Rehrer et al., 1992; Millet, 2011; Jamart et al., 2012). By contrast, a much smaller body of work exists of research aimed at understanding the motivations behind and experiences involved in ultra-running participation. Nevertheless, the literature that has been generated on psychological and experiential studies of ultra-running presents a valuable source with which to inform the current study.

6.3.2. *Experiential & Psychological Studies of Ultra Running*

One of the earliest scholarly examinations of ultra-running was Sacks et al's (1981) study of ten male competitors in a 100-mile race. The authors wanted to assess the extent of mental deterioration throughout the course of the race and better understand the prevailing psychological states when running such distances. To their surprise they found only mild levels of mental deterioration in participants and that the prevailing psychological experience was characterised by a meditative like state in runners. From the questions they asked runners throughout the race, they also found a "remarkable absence of competitive feelings with the other runners" (1981, p. 174).

This latter finding was supported by the work of Acevedo et al's (1992) attempts to understand the motivations of ultra-runners. They examined the goals, experiences, feelings and mental strategies of ultra-running participants. They found that ultra-runners were less win-orientated than competitors in other sports, with motivation based on excitement and adventure emerging from some of their open-ended research questions. Similarly, Hughes et al (2003) also found support for the notion that ultra-runners are motivated by excitement. They articulated a relationship between ultra-running and sensation seeking, mirroring that traditionally found in more high risk extreme sports.

Findings around the reduced importance of winning events and races compared to other athletes have been paralleled by further subsequent studies. In a Foucauldian study of female ultra-running bodies, Hanold (2010) also found that ultra-runners carry a less competitive ethos than athletes in other sports. Krouse et al (2011) found that goals of ultra-runners were based more on completion of the event rather than where they placed in the field.

Several studies have sought to identify differences that may exist in the psychological profiles of ultra-runners compared to the rest of the population. Folkins and Wieselberg-Bell (1981) examined the personality profiles of 46 ultra-runners, but the results were found to be within the normative range. However, the authors did find that runners who manged to complete a 100-mile run scored higher in deviancy than those runners who did not finish the same 100-mile race. McCutcheon & Yoakum (1983) also examined the personality attributes of ultra-runners compared to recreational runners of distances no greater than 10 miles, and non-runners. Similarly to

Folkins and Wieselberg-Bell (1981), the authors found no significant personality variations between the three groups.

Doppelmayr and Molkenthin (2004) looked specifically at differences in motivation between runners on a spectrum from marathon to ultra-marathon to ultra-adventure-marathon races. Supporting previously cited work, the authors found that marathon runners scored higher than ultra or ultra-adventure-marathon runners on the variable of competition as a reason for running. By contrast, reasons of 'life meaning' and 'nature' were scored higher by the ultra-adventure-marathon runners and ultra-runners compared to the marathon runners. Although ultra-runners reflected the trend in differences measured against marathon runners, the only significant differences were found between marathon runners and ultra-adventure-marathon runners on each of the three variables mentioned.

In a similar study, Hanson et al (2015) compared differences in motivation between 195 half marathon, 315 marathon, and 355 ultra-marathon runners. Using the Motivation of Marathoners Scale, they found that ultra-runners were more intrinsically motivated than the two other distance groups. The ultra-runners scored lower on motives of competition, recognition, health orientation and weight concern, and higher on life meaning compared to the half-marathon and marathon runners. Hanson et al's findings confirm those of previous studies identifying ultra-runners as less competitive than runners of shorter distances but intrinsically motivated by personal achievement.

Rather than differences between ultra-runners and other populations, other studies have focused on examining differences within the the ultra-running population. Ferrer at al (2015) used the Motivation of Marathoners scale (MOMS) to examine differences between ultra-runners based on gender and age. They found no significant differences based on gender, with health benefits the strongest motive for both genders. However, the authors did find that health benefits became an increasingly important motive as age increased, with younger runners more concerned with personal goal attainment. Despite collecting quantitative data, a major limitation of the study was that its sample consisted of only 9 participants.

Jones (1993) provided one of the earliest in-depth studies into the lived experiences of ultra-runners. She conducted 'situational interviews' with nine ultra-runners with the aim of exploring the broad question of what it means to be an individual involved in ultra-running. Her study identified a number of experiential

characteristics of ultra-running. These included an ongoing awareness and confrontation with pain; an increased sensitivity to the needs of other ultra-runners; a sense of community and togetherness with fellow ultra-runners; an increase in awareness of cyclical processes of nature. However, Jones' (1993) work has been criticised by Muha (2010) for failing to adequately outline the inclusion criteria employed and for referring to 'road racing' rather than ultra-running throughout much of her thesis.

Holly (2014) studied the relationship between the motivations of ultra-runners during races and their motivations in the workplace. Through interviewing sixteen ultra-runners, Holly (2014) produced a model of four core dimensions of ultra-runners' motivation. These comprised of goal setting and achievement, community membership, stress reduction, and transferable benefits to the workplace. Although Holly was able to make several novel insights into the experiences and motivations of ultra-runners, he was not able to draw on a unifying theoretical framework to explain his findings. Hashimoto et al (2006) found some similar results in a study of the motivations of 52 Japanese ultra-runners. The most commonly reported motivations of participants were achievement, challenge, the extension of current capabilities, and the opportunity to socialize with other ultra-runners.

In a phenomenological study comprising in-depth interviews with six ultra-runners, Muha (2010) developed an experiential narrative of ultra-running based on thirty-one different themes. Several of the themes she identified supported the findings of previously cited ultra-running studies. Themes that marked ultra-running experiences out as different to that of marathon or shorter distance runners included the emphasis and importance of community, social interaction and camaraderie with fellow runners; the lower level of importance based on competition; the value of time spent alone with nature. However, like the work of Holly (2014), Muha was unable to interpret her findings in relation to an over-arching theoretical framework, with an absence of themes generated beyond the emergent level.

Several of the themes identified by the doctoral studies of ultra-running experience by Jones (1993), Holly (2014) and Muha (2010) were identified in a qualitative study of 26 ultra-runners by Simpson et al (2014). Using phenomenological interviews, the authors identified themes of community, preparation and strategy, race management, personal discovery, and personal achievement as most salient to the experiences of ultra-runners. The diverse nature of these themes suggests that a broad

psychological framework such as reversal theory may provide a suitable explanatory framework for ultra-running experiences. However, similar to previous studies, no unifying theoretical framework was applied.

The work of Holt et al (2014) also sought to understand the experiences of ultra-runners through a qualitative study of six participants in the 2012 'Canadian Death Race'. The study focused on the relationship between the experience of physical and mental stressors, emotions and coping amongst participants. The study concluded that a key coping strategy and ingredient for success amongst ultra-runners was the use of associative rather than disassociated thinking. Another important coping strategy identified by the study was the strong sense of camaraderie and social support that exists between ultra-runners, reinforcing the findings of several previous studies.

In addition to studies seeking to understand ultra-running experiences through the in-depth study of small numbers of runners, some studies have attempted to gain insights into ultra-running through single case studies. An early example of such an approach was produced by Bull (1989) and his case study of an ultra-runner from the perspective of a practicing sport psychologist. Bull characterised his participant as a highly motivated and confident runner skilled in goal-setting and concentration but who struggled to manage his arousal levels throughout the course of a 500-mile run.

Gotichanaz's (2015) case study approach was based on an autoethnographic account of ultra-running in relation to attempting his first 100-mile race. Some of Gotichanaz's findings mirrored that of previous studies by identifying a strong community ethos amongst ultra-runners. Gotichanaz also theorised ultra-running through the concept of serous leisure pursuits and small information worlds. However, the study did not attempt to draw on any theories of motivation to understand ultra-running due to its information processing focus.

Mueller (2012) adopted a different perspective to previous studies by investigating the role of the involvement construct on intention, behaviour and perceived skill of ultra-runners. Two of his findings most pertinent to that of previous studies were the significance of the variables 'pleasure' and 'sign value' in the motives of individuals to participate in ultra-running. These two variables are explained in Mueller's study as "enjoyment of the activity" and "identification with a collective group" (2012, p. 20-21).

The findings of several of the studies mentioned tie in with the assertion of Walker (2015) that the nature of ultra-running is more experiential and less inter-competitive than mainstream running. Greenwood (2012) has suggested that engagement with natural environments and landscapes plays a big part in the experiential motivations of ultra-runners. Hall (2014) has suggested that the concentration involved in negating terrain in ultra-running involves spending a greater amount of time in the present moment.

In addition to the motivations, personality profiles and psychological states of ultra-runners, the moods and emotions of ultra-runners have also been the subject of scholarly study. Lane and Wilson (2011) measured the emotional states of participants in a 6-day ultra-race. Using the Brunel Mood Scale, the authors found that participants experienced significant fluctuations in mood and emotion over the course of the race, experiencing emotional disturbance as a result of their exertions. The findings present a contrast to the consistency of mental states found in Sacks et al.'s (1981) study of participants in a 100-mile race, highlighting the increased stress experienced in multi-stage ultras. Joesting (1981) also reported a consistency in the levels of mood she experienced before, during and after a 50-mile run. In her self-administered study, the author reported no significant differences in her levels of depression, anxiety, or hostility throughout the course of the run.

Micklewright et al (2009) also studied changes in the emotional states of ultra-runners pre and post-race during a single day, mountainous ultra-marathon in South Africa. They found that the post-race emotional state of participants was effected more by their level of performance expectancy than it was by levels of perceived exertion. Another study to examine mood changes during the course of a single day ultra-running event was conducted by Tharion et al (1988). They studied pre and post-race moods of 56 male participants in either a 50 or 100-mile ultra-marathon. The study found not surprisingly that pre to post-race, participants experienced significant reductions in vigor and increased levels of fatigue, depression and confusion. However, the authors also found that overall, the ultra-runners they studied exhibited more vigor, along with lower levels of tension, depression, fatigue and confusion compared to the non-running population.

This body of work highlights the demands of ultra-running events and the volume of training required to complete them makes for a unique discourse of running.

Moreover, runners who reach the stage when they feel compelled to tackle the challenges of an ultra are likely to be seasoned runners who have previously raced over a range of distances. This has led Knechtle (2012, p. 311) to assert that ultra-runners are in fact "Master runners", who occupy a unique position within the running world.

Despite the insights into ultra-running gleaned from this body of work, there remains a scarcity of work applying theoretical frameworks to better understand ultra-running experiences (Hanold, 2010). It is the contention of the present study that reversal theory may be one such theoretical framework that can aid understanding of the range of experiences documented in ultra-running. With this contention in mind, the relationship between reversal theory and ultra-running will now be discussed with reference to the extant literature.

6.3.2. *Related Reversal Theory Studies & Literature*

As outlined in chapter two, to date, application of reversal theory to the understanding of running experiences has been limited to two studies. In his study of the motivations of professional and amateur runners, Kerr (1987) found that professional level runners exhibited higher telic dominance than their serious amateur counterparts. However, the study did not explore the motivations of these runners in relation to the other three metamotivational domains. On the other hand, the work of Frey (1993) presents a far wider-ranging discussion on the possible role of the full range of metamotivational states in underpinning running experiences. However, despite the insights into running beyond confines of the telic autic-mastery discourse provided by Frey, his contributions remain solely discursive.

So it follows, empirical examination of running experiences in relation to the full range of metamotivational domains remains unexamined and presents rich possibilities of discovering broader running phenomenologies. Moreover, the specific study of ultra-running is especially suited to a reversal theory analysis. The extended duration of ultra-running coupled with the diversity of motivations documented in previous ultra-running research would appear to make reversal theory's holistic and dynamic account of motivation highly relevant.

The appropriateness of reversal theory for studying ultra-running motivation and experience stems from its dynamic account of motivation and concept of reversals between metamotivational states. Since reversals between metamotivational states are

caused by either satiation, frustration, or environmental contingency, the occurrence of all three of these factors is likely to increase with time. This makes pursuits such as ultra-running, where participants can spend anything up to twenty-four hours engaged in running activity a potentially fertile source for examination of the dynamics of motivation.

Research by Lloyd and Apter (2006) adopted such a rationale when studying the motivations and experiences of solo polar explorer Pen Hadow. They found that a range of different motivations reflecting the full spectrum of metamotivational states was experienced by the explorer throughout his expedition. This utilisation of each of the eight metamotivational states suggests that Hadow was adept at metamotivational psychodiversity. The concept of psychodiversity involves the satisfying of each of the eight metamotivational states over time, with failure to do this seen as detrimental to mental health (Apter, 2007).

Apter (2007) has stated that the ability to readily change between metamotivational states is essential for optimal performance in the workplace. According to Apter "An individual is more likely to be able to flourish if he or she has a range of different possible ways of 'coming at' the problems that arise" (2007, p. 236). However, Lloyd and Apter's (2006) study of polar exploration suggests that psychodiversity may also be essential for the completion of endurance-based tasks. The authors' conclusion that their study's results "show the complex and multifaceted nature of motivation over the course of an enduring and difficult task" (Lloyd and Apter, 2006, p. 40) suggest as much. This clearly has implications for the enduring and difficult task of completing an ultra-marathon.

To date, the only study to have drawn on the framework of reversal theory in order to better understand the experiences of ultra-runners is the work of Weinberg (1999). In a study of particular relevance to observations made in the present research's first study, Weinberg examined the relationship between ultra-running, reversal theory and optimal experience. Recruiting 166 participants from the Western States 100-mile endurance run, she examined the experience of both metamotivational state and flow. The study found that the dominant motivations of competitors to take part in the race were mastery, experienced in the telic state, and challenge, experienced in the paratelic state. Weinberg (1999) was able to document a range of reversals in metamotivational

state by participants but with the dominant states experienced being that of telic, negativist, and intra-autic mastery.

Weinberg's study was clearly able to evidence the dynamic nature of motivation experienced during an ultra-running event, and the utility of reversal theory for identifying the range of motives experienced. However, the insights gleaned from the study were limited in part by its quantitative examination of metamotivational state using the State of Mind Indicator for Athletes (SOMIFA) (Kerr & Apter, 1999). This meant that understanding of how and why each metamotivational state was experienced during the 100-mile race, was not fully explored.

The present study then, seeks to also understand the range of experiences and their antecedents amongst ultra-runners, using the framework of reversal theory. This study also aims to identify alternative meanings of running to those experienced in mainstream running and reflected in the three studied adverts on which the present research is centred. The primary purpose of the present study is to demonstrate the utility of reversal theory for understanding the experiences and motivations of ultra-runners. However, the wider brief of the present study also reflects Ronkainen and Ryba's (2012) call to identify alternative discourses of running to that of performance, goal-achievement and mastery.

6.4. Method

6.4.1. Sampling

The inclusion criterion was based on participants being active runners who either met the condition of having previously completed an ultra-marathon or were currently training for one. The two participants in the pilot study were both in training for their first ultra-marathon. The ten participants in the main data collection sample were all active runners who had completed at least one ultra-marathon.

Three of the sixteen sampling strategies described by Patton (1990) have been drawn on in the current study. By restricting sample inclusion to ultra-runners only, a strategy of homogeneous sampling has been followed. The sample focus on ultra-runners can be understood as a form of intensity sampling in which the researcher locates "rich examples of the phenomenon of interest but not unusual cases" (Patton,

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1990, p. 171). Thus, the experiential running portfolios ultra-runners carry may be considered to provide rich examples of the phenomenon of running. However, by focusing on recreational rather than elite level ultra-runners, the sample does not examine extreme or unusual cases.

As a result of the grounded theory based approach of developing and evolving the interview schedule over the course of the study, a third sampling strategy has also been followed. The process of evolving and testing findings between participants is described by Patton (1990) as the strategy of confirming and dis-conforming cases. In this approach, themes that emerge during the study can be expanded and tested against the experiences of subsequent participants and additional cases (Patton, 1990).

The process of adopting a multi-faceted approach to sampling strategy is understood by Patton (1990) as a perfectly justified approach in order to serve the multiple purposes a research study may carry. Moreover, the three approaches described can all be understood as serving the overarching principle of providing information-rich cases (Patton, 1990). According to Coyne (1997) this is also part of a purposeful approach in which the participants included are done so in anticipation of them being information-rich. That is to say participants with the characteristics thought to be most information rich in relation to the research questions of the study are selected.

The process of recruiting participants for the sample began by adopting a snowball or referral sampling method. In this process one individual identified to have the characteristics required by the study is then asked to nominate or identify further such participants for recruitment to the study (Trotter, 2012). This snowballing method was successful at generating the first six participants in the study. However, there reached a point where referrals made through the sixth participant were not successfully followed up due to a lack of response. Therefore, the alternative method of advertising the study to potential participants was made through a Facebook group for UK ultra-runners (https://www.facebook.com/groups/119995098052403/) recommended by the sixth participant in the study. The remaining four participants were then recruited as a result of their responses to the advert, expressing their interest in taking part in the study.

A further element of the study's sampling strategy requiring transparency concerns that of sample size and the associated concept of saturation. The qualitative methodological literature is generally in agreement that the required number of

interviewees in a sample is dependent upon the the process of saturation having been reached. Guest et al (2006) suggest that saturation of the experiences of a homogenous sample will often occur within 12 interviews, with meta-themes supported by as little as 6 interviews. Furthermore, Guest et al (2006) suggest that heterogeneous samples and a vague area of enquiry often contribute to the need to access larger qualitative samples; two factors not applicable to the present study.

6.4.2. *Interview Schedule Design & Delivery*

The interview schedule for the study was designed and developed in line with the iterative principles of grounded theory and the approach of a semi-structured design. By drawing on the pre-existing theoretical framework of reversal theory however, the current study cannot be understood as a fully-fledged grounded theory. Instead, the study simply attempts to apply some of the principles and adopt some of the "constellation of methods" (Charmaz, 2014, p. 14) found in grounded theory. Thus, the study remains consistent with Charmaz's broad statement that "grounded theory methods provide a frame for qualitative inquiry and guidelines for conducting it" (2014, p. 14).

Specifically, the study embraces the iterative process described by Charmaz (2014) of reflecting, revising and developing the interview questions throughout the study. Thus, throughout the course of the 10 interviews conducted in the study, a number of revisions were made and additional questions added to the interview schedule. These changes were based on both what had been learned empirically from the participant and reflectively through the researcher in each interview.

In particular, this repetitive methodological practice centered on the identification of emergent themes from one interview, incorporated into the questions asked in the next. As a result, the insights of participants were able to extend the study's investigative scope beyond the confines of that initially envisaged by the researcher. Furthermore, this process extends the assertion that an interview should be understood as a jointly constructed product of inter-change between researcher and participant (Brinkmann & Kvale, 2015). Thus, the subject of inquiry throughout the series of interviews was repeatedly re-defined and re-developed collaboratively by researcher and participant.

In order to develop this process from one interview to another, achieving the balance required of a semi-structured approach to each interview was crucial. As outlined by Willig, the process of maintaining the direction of each interview whilst also "Allowing the interviewee the space to redefine the topic under investigation and thus to generate novel insights" (2013, p. 29) was followed. In the context of the current study, a core of key questions was maintained in each interview centred around the participant's interpretations of the three adverts and discussion of their running experiences and motivations. Both the order questions were discussed in, and the direction of additional areas of conversation were largely guided by the interviewee. In this way, the balance between formal interview and informal conversation strived for in open-ended interviews (Willig, 2013) was adopted.

An additional but fundamental element of the interview schedule was the pre-questioning, explanatory script outlining the basic features of the eight different metamotivational states of reversal theory. A script was written for the researcher to explain in as accessible terms as possible to participants, the characteristics of the eight metamotivational states. States were introduced in pairs (telic/paratelic; conformist/negativist; mastery/sympathy; autic/alloic), however for some states alternative terminology was adopted.

Each state was introduced via a key word written on a 3 by 5-inch sized flashcard, in which the flashcard was laid down on the desk/table, explained to the participant and left there for the entirety of the interview. The eight key words used to describe the eight states were as follows: serious/playful; conformist/rebellious; mastery/care; self/other. These words were based on language most frequently encountered in the reversal theory literature but with more accessible language used in places. Thus, serious and playful were used instead of telic and paratelic, and self and other were used instead of autic and alloic. Care was also perceived to be easier for participants to conceptualise than sympathy.

The cards were introduced and laid out in a uniform order for each of the interviews (See figure 6.1). The time taken to carry out this process and explain the eight metamotivational states to participants was not considered part of the interview transcript therefore was not recorded. The process of introducing and explaining the eight metamotivational states took approximately ten minutes. Participants were

encouraged to ask for clarification over the meaning of any of the eight metamotivational states/key words at any point during the interview should they need it.

Figure 6.1. *Flash cards used to convey the eight metamotivational states to participants during interviews*

3.4.3. Piloting

Once the initial interview schedule was composed it was piloted on two ultra-runners that had been identified within the institution where the researcher is based. The two pilot interviews were each conducted in a meeting room where only the researcher and participant were present. Each interview was digitally recorded in order for the researcher to help evaluate the interview schedule's output. The two interviews were not transcribed however, since the data they produced did not form part of the study's analysis.

The main purpose of the pilot interviews was to evaluate the capacity with which the designed interview schedule could elicit data suitable for answering the study's research questions. Part of this evaluation concerned the use of flash cards describing the eight metamotivational states. The flash cards were able to successfully convey the basic meaning of each state to participants. Keeping the flash cards visible throughout the interview also appeared to aid participants in answering questions in reversal theory terms. The exercise of piloting the interview schedule was also an important process for developing the researcher's confidence and expertise at administering interviews to the identified sample of the study.

After listening back to the two pilot recordings and making notes on the responses given, some adjustments were made to the interview schedule. These chiefly concerned the inclusion of further questions and potential probes for the researcher to use during subsequent interviews. This was because it was felt the duration of both pilot

interviews (approximately 30 minutes each) had been insufficient for fully answering the study's key research questions.

6.4.4. Data Collection

Once the necessary modifications were made to the interview schedule, the process of arranging interviews with participants and collecting data began. Since as previously explained, a process of referral sampling was utilised, it was not possible to plan a sequence of interviews in advance and so the researcher had to adopt a flexible approach to organising interview appointments with participants. Participants were informed in advance of the interview that it would take approximately one hour of their time. Some participants were free to continue the interview for longer, but others were restricted by time constraints due to the interview being conducted during their working day.

All of the interviews were carried out in spaces where only the participant and interviewer were present. These primarily consisted of office space where the participants were based and which the researcher had travelled to in order to conduct the interview. The two exceptions to this were one interview that was carried out in a coffee shop and another interview conducted in outside space, due to a lack of suitable alternative places to conduct the interview. The ability of participants to answer the interview questions was not impaired by either of these locations.

The interview process began with the researcher introducing the eight metamotivational states of reversal theory to the participant using the eight flash cards. Each state was explained in turn, following a basic script designed by the researcher to describe reversal theory and each of the eight states. Participants were free to ask questions if they were unclear over any of the researcher's explanations. After explaining the eight metamotivational states, the eight flash cards were kept out and placed in a position clearly visible to the participant.

Once the flashcards were explained and laid out, the interviewer informed the participant that he would commence recording, and the interview began. Each interview began with the participant viewing one of the three adverts, which the researcher played using a laptop that had each of the three videos saved onto. The order in which the three videos was shown was varied between participants so as to reduce any potential ordering effect.

Once the participant had viewed the first advert they were encouraged to give their views on it and reversal theory led interpretations. This process was repeated for each of the three adverts, however the researcher exercised flexibility regarding the parts of the interview schedule that were covered between watching each advert. If the participant began talking about their own running experiences after watching one of the adverts then they were encouraged to continue doing so. The process of conducting all ten interviews was completed in just under six months.

6.4.5. Interviewer Reflexivity

The concept of interviewer reflexivity in the most basic terms, is the process of identifying how the interviewer may have influenced the results of each interview (Roller & Lavrakas, 2015). In relation to the current research this can be most readily ascertained in relation to the use of reversal theory. The introduction of reversal theory and its eight metamotivational states to participants at the start of each interview can clearly be seen to exert influence on respondents. This influence must be recognised as framing not only respondents' interpretation of the three videos but potentially the entire interview, even parts where respondents were invited to talk freely about ultra-running.

This is something that is recognised by the researcher from the outset and the main focus of the researcher's interview reflexivity. Whilst the framing of each interview within reversal theory is fully recognised, from a reflexive standpoint what is important is that the way in which reversal theory was used to do this was applied consistently. This was achieved through the researcher introducing the theory and its eight metamotivational states in a systematic and scripted way so that no single interpretation of each advert was prioritised.

A further and more complex point of reflexivity concerns the researcher's communication of information from prior interviews in the study to interviewees. During interviews, the researcher often referred to observations made by previous participants in the study as a mechanism to stimulate dialogue. However, since all interviewees had the shared identity of being an ultra-runner, it could be argued that this may have influenced inter-interviewee agreement. The implication being that one may be more likely to agree with someone of similar social identity. Thus, the researcher may on occasion, have referred to extracts from previous respondents to subconsciously

put forward a particular interpretation of either the studied adverts or ultra-running experiences.

6.4.6. *Transcription of Interview Recordings*

The act of transcription is recognised by many qualitative researchers as an interpretive rather than replicative act (e.g. Green et al, 1997; Lapadat & Lindsay, 1999). Despite the current research recognising the constructed quality of interview transcripts, the decision was made to transcribe all recordings in verbatim in order to maximise detail of that construction. The current research is also presented in contrast to the assertion that the process of analysis begins with the process of transcription (Lapadat & Lindsay, 1999; Bird, 2005). Instead, the subsequent analysis, coding and theme generation described is primarily based on the transcribed accounts of the ten interviews. However, the research recognises that any interpretations made of typed transcripts will inevitably to some degree be a product of the researcher's subjective interpretation.

6.4.7. *Analysis of Interview Transcripts*

Once transcribed, each interview was copy and pasted into a formatted page that allowed for annotations documenting researcher comments and emergent themes to be made alongside the transcript. The process of analysing the interview transcripts comprised two phases. Firstly, the ten transcripts were examined for participant responses to questions about their interpretations of metamotivational state represented in the three viewed adverts. Any responses that related to the identification of metamotivational states, either explicitly or implicitly, were highlighted with annotations made in a column next to the transcript. Once this process was complete, a summary of evidence relating to each of the eight metamotivational states was produced in tabulated form.

For the second phase of the analysis, the ten transcripts were re-examined for additional themes emerging throughout the interview, not already identified in the first phase of analysis. These themes were primarily those emerging from the questions on the interview schedule about the participant's motivations for, and experiences of running. However, this second phase of analysis was not restricted to a single part of the interview, with the whole transcript re-examined.

For this second and more open-ended part of the analysis, the generally adhered to process in the qualitative literature of coding and generating themes was followed. Coding can be understood as the process of drawing out meaning from the transcript through line-by-line identification of themes and categories (Willig, 2013). Coding involves attaching labels to different parts of the transcript, allowing the researcher to more effectively compare interview data (Charmaz, 2014).

The process of coding is understood as a component of thematic analysis in which the researcher undertakes "a search for themes that emerge as being important to description of the phenomenon under investigation" (Fereday & Muir-Cochrane, 2006, p. 82, cited in Willig, 2013, p. 57). Thus, in this case that phenomenon being either participants' running experiences and motivations or the content of the three viewed adverts. During this second phase of analysis, effort was made to identify as many themes as possible and to avoid the use of large over-arching/theoretical labels that may "close down the analysis far too quickly" (Rapley, 2011, p. 282 cited in Silverman, 2014, p. 121). This allowed the depth of meaning and specificity of the interview data to be maximised.

The method of thematic analysis to which the interview data was subjected was made in relation to the process for conducting Interpretive Phenomenological Analysis (IPA) as outlined by Smith et al. (2009) in chapter 4 of this thesis. Following this process helps to retain a level of continuity within this thesis' mixed-methods methodology. Moreover, as articulated in chapter 4, IPA provides an appropriate epistemological fit with the phenomenologically rooted primary theoretical framework of reversal theory.

Steps 1-3 of IPA methodology were followed in order to achieve a close reading of each interview transcript and identify emergent themes. Steps 4 and 5 were then followed in order to build a catalogue of emergent themes and begin to identify the areas of relatedness between emergent themes. Once these five steps were completed for each of the ten transcripts, the final step (7) was followed in order to identify super-ordinate themes that could link together emergent themes across the ten interview transcripts. The results of this process are presented in tables 6.1 and 6.2 (p.197-198).

6.5. Results

6.5.1. Cross Validation of Reversal Theory Interpretations of Study 1

Overall, interpretation of the three viewed adverts by participants in the current study supported the analysis put forward in study one. The interpretations of participants in the current study suggest that the ASICS advert has the strongest metamotivational profile. That is to say, the representations of running made in the ASICS advert are the most likely to be interpreted uniformly by viewing audiences. This it could be argued, serves to provide the brand with a stronger image in relation to its experiential advertising when compared to the Mizuno and Saucony adverts in the study. The main value to be gleaned from this element of the current study however, concerns the areas of disparity between the researcher and participants' interpretations of the three studied adverts. The key areas of disparity between the interpretations made in study 1 and those made by participants in the current study shall now be discussed.

The main area of contrast between the interpretations made by the researcher in study one, and those made by participants in the current study concerns the presence of the conformist and negativist pairs of states. In the initial analysis made in study one, the conformist and negativist states occupied a neutral position in the representations of running found in the ASICS advert. Whist for the Mizuno and Saucony adverts, the negativist state was felt to occupy a slight dominance over the conformist state but to not comprise a major component of either advert's metamotivational profile. When participants were questioned on the relevance of these states to what they were viewing in the current study however, the conformist-negativist pair were identified as being less neutral than originally anticipated. That is to say, participants identified a stronger presence of the conformist and negativist states than was originally identified by the researcher in study 1.

Through the dialogue developed with participants during interviews, an interpretation around the extent to which the images in the three viewed adverts conformed to conventional representations of running emerged. This level of added insight into the perception of the three studied adverts using the framework of reversal theory may have been a product of the ultra-running identity of participants. As indicated by Knechtle (2012, p. 311), ultra-runners are "master runners" therefore their experience and knowledge one suspects, makes them less susceptible to being sold stereotypical representations of running.

This interpretation of conformity in the adverts participants were asked to study was most evident in relation to the Mizuno advert. Participants identified scenes in the advert such as those depicting a lone runner along an empty beach as stereotypical and clichéd. Within this identification, such scenes thought to be heavily clichéd were perceived by some participants as conforming to conventional, idealised images of running. Overall, half of the sample (five) perceived the Mizuno advert as being representative of the conformist state. However, the remaining five participants did not identify the advert with the negativist state but rather as either neutral or unclear in relation to the conformist-negativist pair.

Similarly, the ASICS advert was also perceived to be aligned with the conformist state by almost half the sample (four participants). However, the level of perceived conformity was not felt as strongly by participants as had been the case with the Mizuno advert. This was because whilst participants felt images in the ASICS advert conformed to conventional stereotypes of running, they were not thought as stereotypical or clichéd as those in the Mizuno advert. In addition, there was also the perception of some degree of negativism present in the ASICS advert by one participant, lessening the conformist consensus of the sample.

In contrast to the overall trend of aligning the Mizuno advert with the conformist state, the Saucony advert was interpreted by several participants as reflecting the negativist state. In this instance the negativist state was identified to varying extents by over half the sample (six) in relation to the representation of running in the Saucony advert. This level of alignment between the Saucony advert and the negativist state was primarily identified in relation to the central, male character who runs topless throughout the advert; reinforcing similar observations made by the researcher in study 1. Moreover, a number of participants also identified a resemblance to ultra-running in the same character from the advert, as illustrated in the following transcript excerpts:

"*The white long hair guy doing the trail running, if you Google (the famous ultra-runner) Anton Krupicka it's like the spitting image of the bloke so I don't know if they have done that on purpose*" (Matthew).

"*Do you think he looked like he had the body of an ultra-runner (Interviewer)? Yea definitely, 100%. Much more like it, skinny guy, long hair beard, that's what I'm going to see*" (Annabelle).

The connection made by participants between perceived rebellion and the resemblance of ultra-running then, offers support for the hypothesis that ultra-running is a rebellious form of running.

The insights provided by participants in relation to the conformist and negativist states deepen this thesis' understanding of the three studied adverts. The insights gleaned from participants show that the concept of conformity can also be understood in relation to the extent to which recognised convention and stereotypes associated with running are followed or not. The projection of conformity or rebellion in this way represents an important consideration for marketing managers to make about commercial representation of their brands.

As the current study has demonstrated, representations of running that are overly conformist to stereotypical images of running may be interpreted cynically by experienced and knowledgeable runners. Such representations that favour the conformist over the negativist state may also be less effective at attracting younger consumers. Burton et al (2000) have suggested that the marketing of rebelliousness is an approach that can particularly resonate with young consumers in advertising using athletes and sports celebrities

Continuing to focus on the areas of greatest diversion between the analysis made in study 1 and that made by participants in the current study, further elements of the Mizuno advert must be discussed. Four participants identified the presence of the telic state (two as the dominant means-ends state, and two in combination with the paratelic state). This suggests that the paratelic narrative of the Mizuno advert asserted in chapter four may not be as clear-cut as interpreted by the researcher. In particular, scenes in the Mizuno advert involving the ascending of steps were perceived by some participants as indicative of a more serious, telic metamotivational orientation.

It is interesting to note that some participants in the study also interpreted a lesser level of mastery in the Mizuno advert than that reported in study one. Two of the participants perceived the Mizuno advert to be sympathy rather than mastery dominant, led by an interpretation of sympathy between the runners and environment depicted in the advert. This may be an interpretation of running and experience of the sympathy state ultra-runners are particularly sensitive to, representing a potential emergent theme in the second part of the analysis. Previous research has indicated that an important

aspect of ultra-running for participants is the experience of nature (Doppelmayr & Molkenthin, 2004; Jones, 1993; Muha, 2010).

6.5.2. *Reversal Theory Exploration of Ultra Running Experiences*

Following on from, and in several cases, intertwined with participants' identification of metamotivational state in the three studied adverts, the framework of reversal theory was used to examine participants' running experiences and motivations. Through the conversations that took place with participants about their own running experiences, 14 different themes were identified by the researcher. Each theme was developed through the identification of relevant passages in the ten studied transcripts. As the table below shows, some themes only contained solitary references and observations, whilst others contained several.

As with the analysis of participants' interpretations of the three viewed adverts, the process of identifying super-ordinate themes connecting emergent themes was followed in relation to participants' running experiences and motivations. This resulted in the creation of three super-ordinate themes; psychodiversity, the experiential nature of ultra-running, and the role of alloic sympathy in ultra-running experiences. The remaining four emergent themes have been left unattached to any super-ordinate theme.

Table 6.1 *Emergent Themes Identified in Relation to Participants' Running Experiences & Motivations*

No.	Theme	No. of Transcript References & Observations	No. of Participants Referred To
1.	Psychodiversity	31	9
2.	Non-Competitiveness of Ultra Runners	20	7
3.	Experiences of Alloic & Sympathy States	18	9
4.	Connection With Natural Environment	17	6
5.	Ultra-Running as a Rebellious Act	17	4
6.	Freedom, Excitement & Adventure	14	4
7.	Community & Social Inclusion	11	7
8.	Running Identity	8	6
9.	Mastery in Running Experiences	5	3
10.	Role of Conformist State	3	2

11.	Experiences of/Desire for Flow-like state	2	2
12.	Gender Democracy of Ultra Running	2	1
13.	Running as Routine	1	1
14.	Practicality of Ultra Runners	1	1

Table 6.2 *Superordinate Themes Identified in Relation to Participants' Interpretations of the Three Viewed Adverts*

No.	Superordinate Theme	Subordinate Themes
1.	Psychodiversity	▪ Role of Conformist State ▪ Mastery in Running Experiences ▪ Ultra-Running as a Rebellious act
2.	Importance of Alloic Sympathy & 'Otherness'	▪ Non-Competitiveness of Ultra Runners ▪ Community & Social Inclusion ▪ Running Identity
3.	Experiential Nature of Ultra Running	▪ Connection with Natural Environment ▪ Ultra-Running as a Rebellious act ▪ Freedom, Excitement & Adventure ▪ Non-Competitiveness of Ultra Runners
4.	None (Various Emergent Themes)	▪ Gender Democracy of Ultra Running ▪ Experiences of/Desire for Flow-like state ▪ Running as Routine ▪ Practicality of Ultra Runners

6.5.2.1. Psychodiversity

The theme of psychodiversity emerged as a result of participants' propensity to describe their running experiences in relation to the full range of metamotivational states. Apter defines the concept of psychodiversity as simply "The motivational richness that people need in their lives" (2007, p. 236). He has suggested that psychodiversity is very much desirable for the attainment of good mental health. That is

to say, without being able to experience both states within each metamotivational domain on a regular basis, pathological conditions such as depression become more of a threat (Apter, 2007). Apter (1990) has also suggested that sport related experiences represent a particularly conducive means for achieving psychodiversity. The observation of psychodiversity in the current study will now be presented through each pair of metamotivational states in turn.

Telic-Paratelic Pair

Participants in the study frequently made reference to the importance of both enjoyment and the goal-orientation when running. Due to the extensive periods of time ultra -runners are required to run for, both in competition and when training, most participants voiced the necessity to enjoy what they were doing. This sentiment is captured in the following passage from Shelly:

"*Definitely longer runs it's very much just go out and enjoy it and yes there is a goal of doing a certain distance or possibly a time goal but the main thing is to not particularly think about that too much because otherwise you'll be wound up thinking I've got to go for (another) 4 hours how long have I done?*"

What the passage above also reveals is that even when enjoying the experience of running in the paratelic state, the opposing telic state remains present in the background. Similarly, participants also revealed the presence of the paratelic state in the background when the primary focus of their motivation was experienced within the telic state. This is illustrated in another quote from Shelly about the focus of her motivation during Ultra Marathons:

"*Yea it will be more serious, but I still have that feeling in the back of my head why am I doing it, it's because I love running*".

It appears that for this particular group of runners, the ability to run distances of thirty miles or more is equally reliant on both states within the means-ends metamotivational domain. On the one hand the telic state is essential for directing this group of runners to building up levels of endurance required for successfully completing events as long as fifty or even one hundred miles. Yet for the experience to be sustainable there has to be a strong element of enjoyment to what they are doing. This is an assertion encapsulated in a further quote from Shelly:

"Yea, you need to have a goal to go off and do a 35mile training run, you're not just going to go and do that because, for the sake of it, I would only do that in training for a 50miler or a 100 miler but I really enjoy going out for 35 mile runs, it's a completely enjoyable day out, you know, take a picnic and that is purely for enjoyment".

Moreover, achieving balance between telic and paratelic states was seen by one participant as being the very essence of ultra-running, and a key factor in differentiating it from other forms of running:

"If you're running for say 21 hours and you're only focussed on the finish line you're really missing the point of what you're doing, you just want to enjoy and appreciate what is happening around you" (Matthew).

The implication of the above quote is that whilst running a conventional road marathon it may be possible to remain focused on achieving your time-based goal. However, once the distance increases into ultra-marathon proportions and the terrain becomes less manmade, a new experience ensues in which the paratelic state becomes more prominent.

Furthermore, in relation to the competing phenomenologies of the telic and paratelic states, it became apparent that the psychodiversity participants experienced was often self-engineered. Several participants expressed a desire to deliberately pre-plan their training runs to be either telic or paratelic dominant:

"So they're the three sessions where I know, I know what I've got to do and I go and do it, and it's a functional very goal orientated, very serious just getting back to the motivational state. But the other two runs that I do I am, I try to be more in the moment, I try to be more appreciating the experience of running and as a consequence the times that I achieve or the distances that I cover are also something that's important but I want to try to enjoy" (Alex).

"I guess each run has got a goal, saying right if it's Thursday night and I'm doing a tempo run it's absolutely got to be a hard tempo run or if it's a recovery run or you know without a specific goal my goal is to go out and enjoy it and not look at my watch or not worry about it too much, it's a conscious decision beforehand in a sense what it will be" (Shelly).

The above passages suggest that this particular group of runners have an understanding of the benefits of psychodiversity within the means-ends pair and are able to exert some control over how they experience a run.

However, the dynamic account of motivation provided by reversal theory suggests that this level of apparent expert phenomenological control is unlikely to be completely achievable. The occurrence of metamotivational reversals between states caused by either satiation, frustration or contingency is something that ultra-runners are equally susceptible to. In fact, it might be argued this possibility is enhanced given the extended periods of time spent running by this group. This assertion is evidenced in the below two quotes by participants expressing reversals between telic and paratelic states during their running experiences:

"I know what each run will achieve but I'm very happy to switch, very happy to have where I've planned to do so to go and have an enjoyable or a run where it changes where I go off pat and do something longer/shorter whatever, but it's still part of a structured plan" (Alex).

"it is very goal orientated generally, I then find myself enjoying it along the way, so it's that more than the other way around" (Shelly).

The experience of reversals, along with an appreciation and desire to encourage psychodiversity within their running experiences were not restricted to the telic-paratelic pair of states. A number of passages from interviewee transcripts also reveal the concept of psychodiversity during running experiences to be manifest within the other three pairs of states.

Conformist-Negativist Pair

The role of the conformist state was one of the states less frequently referred to by participants. The negativist state was found to be a more dominant presence for the role it plays in the construction of ultra-running identity. However, the conformist state was still referred to by some participants as a key ingredient in the motivational landscape of their running experiences. This generally occurred in relation to a sense of conformity to training goals, methods and plans as encapsulated by Alex:

"I'm a very conformist runner, I conform to training plans, I conform to the times and the places where I need to train. To an extent I will rearrange my social life to ensure that I get to train where I need to train".

The extent to which Alex expressed a desire to conform is done so very much in relation to the autic state where the possible demands and needs of others (social life) are made secondary.

Furthermore, the presence of the telic state can also be detected in the articulation of conformity made by Shelly and her reference to discipline:

"I probably do overall actually conform very much to a certain thing. I do rely a lot on having a training plan and certain stuff so I am probably fairly disciplined about it as well".

In contrast to the above two passages and in accordance with the concept of psychodiversity, relevance of the negativist state was also expressed by the majority of participants. Negativism was often interpreted by participants in relation to other people's perceptions of ultra-running, reflected in the quote from Matthew:

"By it's very nature it's just a form of running which almost anyone else even the guys I run with for the Croydon Harriers they think it's crazy and have no interest in doing it, it's just not something they are interested in at all, it instantly creates a sense of rebellion it's not the norm".

However, it is important to recognise that defining negativism as with all metamotivational states, rests on the motives an individual actor conceives of for their behaviour, not external perceptions of it. Thus, the below passage from Anabelle's transcript provides a much more phenomenologically grounded sense of negativism that she and other ultra-runners may experience:

"Yes absolutely, and it's not even the distance… it's about the support, it's about not having a porta-loo every couple of the miles so yea absolutely it's a very different kind of thing you know having to find your way, not having someone at every corner to say this way next, having route cards or maps its very rebellious in all sorts of ways".

Autic-Alloic Pair

One of the potential psychological dangers of running and of ultra-running in particular can be an excessive focus on the self, with prolonged periods spent covering mile after mile completely alone. The logistical challenges in arranging training runs of thirty miles or more with others whilst needing to be flexible to demands of work and family was often communicated by participants. As a result, several participants

revealed that they joined local running clubs or arranged shorter training runs with friends as a strategy for including interactions with others in their running experiences.

It must be recognised that the presence of others does not necessitate experience of the alloic state and a concern with how others are affected by particular social transactions (Apter, 2007). However, the presence of others in a more socially inclusive and shared experience does contribute to psychodiversity through exiting the intra-autic state. The co-existence between self-contained (intra-autic) and other-related (either autic or alloic) states in her running experiences was expressed by Anabelle as follows:

"To a certain extent running is a solo thing I enjoy running by myself, I'm happy running by myself but at the same time it's nice to have other people around me it's nice to be part of a team it's great training with other people so there is a real kind of, it's not even a conflict so there's an overlap between the two where by both are great".

The desire to complement self-contained mastery dominant running experiences with other-related and less performance driven moments was clearly communicated by Matthew:

"So for example I went for a run with my wife last night and the function of that was really you know there was no performance gain from it for me, actually what I liked about it was we spent most of the time trotting around talking and you know we had a little explore of our neighbourhood and a bit of a nosey like that".

This passage demonstrates Matthew's awareness of the benefits of breaking out of the intra-autic mastery state and provides a more socially interactive experience of running.

Mastery-Sympathy Pair

Similarly to the telic-paratelic pair, participants expressed an underlying mastery motive in what they were doing. However, this referred more to mastery over their own bodies, the environment and race course rather than mastery over others. The balance between the autic-mastery driven focus on self-performance and the appreciation and sympathetic interactions with others is embodied in the below quote from Matthew:

"For me there is an element of both of these things because I want to get the best out of my own performance but at the same time I would never go into a run just focussed on being serious there has to be an element of playfulness to it because you know you've got to look around you chat to people, enjoy part of the point of running through a

desert or running around mountains is the fact you are doing that, the fact that that is fun in itself".

Notable when mastery was referred to by participants was the diverse way in which it was expressed. As the below quotes from Anabelle and Namika respectively show, for some participants, mastery was articulated through avoidance of injury, whilst for others it was about navigation skills:

"I think mastery for me is quite important in that for me when I think about there is something, about technical ability, so for me it's really important to be technically as good as I can so that I don't get injured". (Anabelle).

"Mastery is I'd like to I chose difficult race to get master my navigation skills and downhill skills…when I did that in January it's not only ultra, it's kind of called an adventure race it's called the Spine, I learnt a lot… adventure skills and not only ultra-skills and navigation". (Namika).

What the quote by Namika in particular reveals, is that mastery in relation to ultra-running is far more concerned with exerting power over the environment than it is with exerting power over fellow competitors. This is reflected in the previously cited literature articulating the decreased importance of competition in ultra-running compared to shorter distance running (Acevedo et al, 1992; Doppelmayr & Molkenthin, 2004; Hanold, 2010; Muha, 2010).

These ultra-marathon specific mastery-orientated concerns of participants were balanced with further expression of the alloic sympathy state. Although Annabelle reveals the importance of mastery to her in the passage above, she also suggests that it would never be at the expense of a duty of care to other ultra-runners:

"There's something about ultra-running where you overtake somebody and how you doing? Are you ok? How are you getting on? You see someone taking a wrong turn and you'll shout them and try to call them back. So there is that kind of caring element to it absolutely".

6.5.2.2. Ultra-Running as Experiential

The diverse experience of metamotivational states documented above help to illustrate the assertion that ultra-running is less telic and mastery dominant than are more mainstream forms of running. Under these conditions of reduced performance and outcome orientation, there appears to be an increased emphasis on the experience of

running and enjoyment of it amongst ultra-runners. Although there is considerable athletic performance and mastery to what ultra-runners do, there appears to be a shared experiential philosophy that overrides ultra-running phenomenology. This sentiment is articulated in the below quote from Matthew:

"The Ultra runners, I actually find the ultra-running group are almost kind of like some sort of surfers group of runners, it's more about the journey and the experience and the, I don't know, just almost the spirituality of it".

The journey and spirituality referred to in the above passage from Matthew are components of ultra-running that are documented by participants in two key sub-themes of ultra-running's experiential orientation. The two themes referred to are that of connection to the natural environment and that of freedom, excitement and adventure.

Connection to Natural Environment/Freedom, Excitement & Adventure

For the runners interviewed in the current study, their paratelic experiences of running were very much directed by a deep-lying desire to connect with the natural environment. For Mesut, connection with the natural environment was an instinctive part of his identity as an ultra-runner, with the connection being a key part of what defines ultra-running:

"Normally there is a very strong correlation with being a long (ultra) distance runner and the landscape. Rarely do you have a long distance runner running around the city but more like a coast line, a green field or a forest. More often a long distance runner equates to nice landscapes… I don't know any serious long distance running events round the city, it's so dramatic it's a given".

Clearly there may be logistical limitations to the staging of ultra-marathons in urban areas, with the closure of vast amounts of roads an impractical requirement. However, for the group of runners questioned in the current study there appeared to be a strong longing for the sense of freedom that running away from controlled urban environments brings:

"For me it's much more about getting out into the wilderness where it's not urban it's not controlled". (Emily).

"I like the outdoors, I like mountains I like that sense of the open road and the sort of sense of freedom so all of that really struck a chord with me in terms of I find all of that

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quite beautiful and these are the kinds of places I'd like to run these kind of beautiful wildernesses". (Matthew).

The enjoyment of running founded on a connection with nature and liberation from controlled everyday environments was expressed by participants in a variety of ways in relation to the constructs of reversal theory. For some participants in the study, connection with the natural environment was expressed in demonstrably paratelic terms. Anabelle and Emily's motives for running were completely about the enjoyment of what they are doing rather than the attainment of any particular outcome as a result of their actions:

"*That's what I like about running, those feelings of being out there and enjoying the trees and the wind and the birds and seeing the rivers or the seas or wherever you happen to be, I mean my ideal running is trail running with trees and the sun coming through and the breeze, to me that is just perfect". (Anabelle).*

"*Just getting out there exploring new trails going somewhere different seeing things you haven't seen before, those sorts of things, lots of nature out there you probably wouldn't see otherwise. If you go for a walk that's great but you only see a very small section of countryside whereas if you go for a run, you can see so much more and you know I do enjoy that". (Emily).*

Moreover, a real sense of the playfulness underpinning the paratelic state, in relation to her interaction with the natural environment is perfectly evoked in a further quote from Emily:

"*But just in a real kind of back to basics like when you're a kid and you go running and playing in the woods that's what people do but we're grown-ups and it can be that same thing and I don't think that element of just going out and getting muddy is really ever reflected it's all about you know being strong and focussed whereas actually it can just be let's go out and have fun with it".*

For other participants in the study, paratelic enjoyment of running was experienced alongside the other three metamotivational domains. The longing to escape the controlled urban environment and a desire to run freely amongst nature was interpreted by Mesut as a very conscious form of rebelliousness. His positive engagement with scenes in the three studied adverts portraying running in natural environments was articulated thus:

"The message was freedom, no city environment and not conforming... Rebelling outside your normal life, you can imagine immediately including yourself, myself, there's something else outside of work or outside of my normal hobby or environment that's what I mean rebelling, meaning I can go out of my framework I live in".

In relation to his own running experiences, Mesut expressed the presence of both the paratelic and negativist states as underpinning the enjoyable experiences produced through ultra-running:

"It's a first time I can properly go out of, I can rebel, not really rebel, but it's the closest word.... Being able to look outside the framework; nature more or less. Something that I can explore myself a bit more instead of sitting in a specific chair a certain size".

Similarly, although not expressed in explicitly negativistic terms, Emily also highlighted the role connecting with nature and exploration played in marking her running experiences as different to those in the rest of her life:

"But just the experience of being out there and just following a map and trying to get there is just so different I guess to just daily life and routine".

In contrast, for Namika, the connection with and enjoyment of the environment was experienced as a form of paratelic sympathy. The below passage by Namika displays an enjoyment of the natural environment when running founded on care, rather than rebelliousness:

"The road marathon is normally in a big city and they just throw anything on the road but ultra you never, never do that you just carry, so the care for the environment as well that might be somebody's headband, you can't just throw things".

Non-competitiveness of Ultra Runners

The importance ultra-runners appear to place on connecting with and enjoying the natural environment when running means that there is less of an emphasis on competition compared to mainstream road running. The assertion that ultra-runners are less competitive than their mainstream counterparts represents an important sub-theme within the reversal theory analysis of ultra-running. The concept of competition against others is something participants in the current study expressed a lack of engagement with. The reduction in focus on competition with others, whilst largely due to the

paratelic dimension to ultra-running is also a product of the logistics involved in the sport.

The scale of ultra-marathons means that the primary goal for most participants is to complete the distance, something that is inevitably taken for granted in shorter more mainstream races. This reprioritization of goals is something that clearly reduces the importance of not only competition against others but also the time taken to complete a race. These differences between ultra-running and mainstream running in the focus of the telic state are expressed in these two passages from Matthew:

"it's more about finishing, that's just what it's about. With 5-10kms or half marathons maybe even marathons there isn't really that much risk of not finishing maybe with a marathon there is but it's more about time placed".

For Matthew there appears to be a clear rationalization for the lack of relevance attached to competition in ultra-running based on the demands of the activity. However, for other participants in the study, the lack of engagement with competition was much more about a deeper philosophical stance in relation to the rejection of competition in all forms of running:

"I don't like competing against anyone… I don't want any competition. I run in my area, my goal is I set my goal… (if) they pass me I don't mind at all, I set my goal, it's my plan and I'm going for it" (Namika).

Ultra-Running as Negativistic

The decreased importance of competition in addition to the overall experiential nature of ultra-running can be understood as key markers in the rebelliousness of ultra-running. As has previously been communicated through the theme of psychodiversity, the experiences of ultra-runners in the current study are able to embrace both conformity and rebellion. Nevertheless, when the data generated from the ten interviews is surveyed, it becomes clear that the runners questioned appear far more attuned to the negativistic rather than conformist state. The primary reason for this concerns the negativistic status of ultra-running that most participants in the study acknowledged. However, participants' articulation of rebelliousness did not only concern the lack of conformity with expectations of mainstream running's normative distances.

A key feature of the negativism expressed by participants concerned the sense of freedom they experienced when running. This was a freedom from not only the constraints of tarmac confined mainstream running but also those of urban, work and even family structures. The quote below from Anabelle reveals not only a rebellion against the environment of road running but also the pervasiveness of telic-mastery:

"Being off road, running up the side of a mountain, not having your shirt on, you know just having fun in a slightly different way from that let's slog along the path as fast as we can until we get to the end".

For Mesut, although unsure as to the extent of his rebelliousness, he expresses a clear desire to act in a contrary manner to the confinements and restrictions of his working and family life:

"One of the reasons why I like, love running these long distances is actually the opposite (to conformity) more or less. I guess many would probably think that would conform but conform in the business environment you live in or the family environment, you probably want to go out and then the landscape is totally different and it can be sometimes not dangerous but it's different, it something you don't really know, not really rebelling but it's definitely not conforming".

In addition to these phenomenological accounts of participants' sense of negativism through ultra-running, the three viewed adverts provided a further channel for participants to express negativism. Several of the images in the three viewed adverts and in the Mizuno and Saucony adverts in particular, produced strong negativistic responses from participants in the study. The source of this reactive negativism was the perception in the adverts of overly conformist representation of how running is experienced. As is conceptualised by reversal theory, the accompanying emotion of anger was also evident in some participants' responses:

"Annoyance of the way that running is portrayed and that there's actually so much more to running…those kinds of adverts just add to it because they say this is how you go running you go out along the pavement, so there's that frustration that that is always the way that running is portrayed". (Emily).

"I had very little to identify with in the advert so what Saucony were expecting or asking me to conform to with their image of running, I wouldn't at all, so I think in terms of my conformity to what Saucony were projecting, I would rebel fairly strongly against that". (Alex).

Furthermore, the significance of the negativist state in the experience of ultra-runners can also be understood as constituting a core part of ultra-running identity. Through her identity as an ultra-runner, Anabelle was able to challenge conventional societal perceptions surrounding middle-aged women:

"I don't have to be who they think I should be or who society thinks I should be. You know, it's kind of post-menopausal overweight, you know that but I don't have to be that person I can choose to be somebody else and that somebody else runs ".

This quote by Anabelle suggests that ultra-running plays an important part in the construction of a negativistic identity that refuses to conform to conventional notions of middle-aged womanhood.

6.5.2.3. Importance of Alloic Sympathy and 'Otherness'

In addition to negativism, one of the states expressed by participants that particularly marked the experiences of ultra-runners as being different to those of mainstream runners, was that of alloic sympathy. Typical conceptualisations of sport and representations of running such as those in the three studied adverts, tend to assume a high level of mastery dominance within the mastery-sympathy pair. As previously stated, the motivations of the runners in this study are undoubtedly founded on a desire to exert mastery over their bodies and the environments they encounter.

However, the interviews revealed that ultra-running races and events foster a desire to help and support one another and promote the experience of alloic sympathy. This passage by Anabelle reflecting on a recent ultra-marathon experience perfectly illustrates this:

"I think there's an element of teamwork that creeps into ultra-running where you're supporting each other and I got slightly lost over the weekend and as I stopped to try and work out where I was somebody who was about half a mile ahead of me turned and where the path went round they could see me, they stopped got my attention, shouted to me what the instructions were made sure I knew which way I was going before they continued and that's a very kind of nurturing caring otherly kind of way of running and that really encompasses ultra-running".

Moreover, some participants in the study felt the desire to exhibit masterful performance during ultra-marathons would often be superseded by the compulsion to

help fellow runners. The below passage from Namika exhibits a clear dominance of the alloic sympathy state at considerable cost to the autic mastery state:

"I once help a girl who had Achilles and she was crying and I can't run off with a crying lady just me and another guy two hours take her to the next aid station…I did finish the race but two hours later, I didn't mind, I can't just leave crying people just oh by the way I need to go by, I can't do that, some people do that I couldn't do that".

A key feature within the participants' articulation of alloic sympathy within ultra-running was the stark contrast they experienced from more conventional marathon-distance road races. A number of the references made expressing the more caring dimension of ultra-running were done so making unprompted juxtaposition to road running:

"I think again ultra-running is very different from road marathons or anything else in that if you are out in the middle of nowhere actually it is less about this (mastery) and it's much more about caring for people…If you were doing a road marathon and somebody fell you'd walk over them and think well some Marshall just round the corner or the spectators, so that kind of thing is really, really quite different it's much more about looking after each other because you are reliant upon other people". (Anabelle)

"Ultra people care for other people not like road marathon because road marathon is only time, it's time the ultra (but) if someone is injured and then sitting down people stop and help". (Namika).

What Anabelle reveals is that it is the logistical challenges of ultra-running that serve as the primary factor in fostering alloic sympathy in runners. In traditional road marathons such as the London Marathon, the size of the competing field, the crowd and race officials/stewards all provide means of supplying alloic sympathy to fellow runners should they need help or care of some kind. By contrast, in ultra-marathons the competing field tends to be far smaller, the presence of race officials and spectators is minimal and for large stretches of races non-existent.

Coupled with these factors are the challenges of race courses that involve independent navigation rather than signposted routes and for longer ultras, periods spent running in darkness, sometimes overnight. It is these unique characteristics of ultra-running that not merely encourage engagement in the alloic-sympathy state but make it a necessity and an unwritten rule of participation. These assertions are supported by Namika and Emily:

"Also night-time they bond together, if I was on my own and somebody in front of me we bond together and walk together and when I've done the adventure race in January we bond together with three people and then I was in the middle so sluggish and I was so late but they are waiting for me and I had never met them before they were just so caring people". (Namika).

"There is definitely that intrinsic element to what I do that being part of that community is very important to me and helping people out is just what we do". (Emily).

Community & Social Inclusion

Being or feeling part of a larger social whole or community does not necessarily entail experience of the alloic-mastery state. However, a feeling of social inclusion and community was identified by participants as a key dimension to their ultra-running identity. Despite long periods of time spent running alone, having the opportunity to engage socially with other runners was expressed as an important and desirable part of participants' running experiences. This is a sentiment well conveyed by Darren when discussing his experiences of running in relation to the three viewed adverts:

"Running is quite a friendly sport when you go running people I always say hello to someone they always smile when they run past it's a good feeling…. It's interesting because if you compare the three adverts that (Saucony) was really the only one that had that element to it and the others do paint running as quite a solitary existence which I guess it obviously is for a lot of the training you have to do. But it's important to kind of get your perspective on the more social aspect of running as well".

For the very reason that runners in the current study spent so much of their time running alone, opportunity to feel part of a community was perceived as all the more valuable. The sense of community experienced by participants was expressed as something manifested in their participation in ultra-marathon races. After completing gruelling volumes of training alone, only when participants had the opportunity to interact during a race did a tangible sense of being part of a collective ensue:

"But it was amazing that camaraderie between you and it becomes that real family feeling and you all stay in touch and we all meet once a year, the community element of ultra-running is so important I think, although it's such an individual and it can be such a lonely sport because you're just on your own for miles and miles but for me that

community is such an important part of it, but for me that I'm an ultra-runner with all of the other ultra-runners and that's really significant for me" (Emily).

Similarly, Namika also expressed the tendency for most of her running experiences to take place alone, often as a functional use of her limited time. However, ultra-marathon races were marked out as providing rich possibilities for interacting with others. Indeed, such is the richness of the social interactions experienced by Namika when participating in ultra-marathons, she reveals the result is often the production of friendships:

"I train normally on my own, and then run like on the canal I run going home with embankment or whatever suits me for that day but I normally talk to runners during the race and then making friends kind of thing".

Further to the rigorous and lonesome accumulation of mileage necessary to prepare the body for running an ultra-marathon, a number of participants also referred to the contrasting experiences Park Run provided them. Park Run is an organisation who provide free to enter weekly 5km runs in local park across the UK (www.parkrun.org.uk). Several participants indicated that these shorter, organised runs were an important part of their running portfolios. Although the emphasis tends to be on improving speed and their 5km times, for runners like Matthew, Park Run experiences also contained a strong social dimension to them:

"Actually I do Park Run on a Saturday and to be honest part of the reason I like Park Run is the sense of community. So there's a real chattiness, you meet the same people every week there's a real community spirit to it. I quite like the 'How you doing? How's it all going?' that kind of catch up and then you have a bit of a chat afterwards. So Park Run is nice because normally after most other runs everyone disperses but after Park Run you have a bit of a natter so I quite like that".

6.6.   Discussion & Conclusions

6.6.1. Cross validation of Analysis in study 1 (Research Questions Strand 1)

The reversal theory-led interpretations of the three studied adverts by participants in the present study were largely supportive of those made by the researcher in study 1. Of the three adverts, participants' interpretations of the ASICS advert were

the closest to those made by the researcher. There was a greater level of discrepancy found between the researcher's and participants' interpretations of the Mizuno and Saucony adverts. These findings have implications for the previous two research studies presented in this thesis, in particular the analysis presented in study one; discussion of which shall be made in the subsequent chapter. However, it should be recognised that differences between participants' and the researcher's interpretations may in part be attributable to the considerable discrepancy in the amount of time spent watching and studying the three videos.

Nevertheless, the findings of the current study suggest that of the three brands included in the study, ASICS were able to produce the clearest representation of the type of running experiences consumers should associate with their brand. According to Farquhar (1989, p.29), a key element of branding is to "distinguish the product in a way that is easily remembered". Thus, the clear image of the ASICS brand as projected in the 'Better Your Best' advert may allow consumers to more readily remember the ASICS brand. This, following Farquhar's logic would allow consumers to then distinguish ASICS products from those of other running brands.

Key among the areas of discrepancy between the researcher's interpretations made in study 1 and those made by participants in the current study were perceptions of the conformist and negativist states. Participants' additional knowledge of running and sensitivity to running conventions was able to enhance understanding of the role of these two states. This was something not considered by the researcher in his initial analysis made in study 1, thus illustrating the value of cross-validating analysis using individuals with specialist knowledge.

6.6.2. *Reversal Theory Analysis of Ultra-Running Experiences (Research Questions Strand 2)*

When participants' ultra-running experiences and motivations were subjected to reversal theory analysis, three super-ordinate themes were identified. These themes are psychodiversity, the experiential nature of ultra-running, and the importance of alloic sympathy and otherness. The significance of the findings within each of these themes will now be discussed in relation to the explanatory framework of reversal theory and the current academic literature.

Psychodiversity

Starting with the theme of psychodiversity, the participants in the study revealed a strong propensity to experience the full range of reversal theory states when running, embodying Apter's (2007) concept of psychodiversity. Results of the current study suggest that the logic of psychodiversity has a profound relevance to the experiences of ultra-runners. That is to say, that in order to achieve success in ultra-marathons and flourish as an ultra-runner, the ability to switch between and experience the full range of metamotivational states is vital.

This was communicated most readily by participants through the telic and paratelic pair of states. The vast distances and times spent running were perceived to be untenable exclusively in the serious and outcome-orientation of the telic state. Moreover, the philosophy behind ultra-running was often expressed by participants as one founded on enjoyment more than performance.

Such an approach to running where the paratelic state is embraced, is articulated by Frey's (1993) assertion that running can be fun, joyful, exciting and produce other positive emotions. Frey (1993) citing Apter (1990) suggests that for individuals who are extremely telic dominant, running exclusively in the telic state means that running may simply become another stressor in their lives. Frey suggests that such individuals would benefit from running in the paratelic state in order to reduce psychological stress.

The sentiment generally voiced by all participants in the study of the importance of the paratelic state also shares parallels to Perry and Sacks' (1981) study of the psychodynamics of running. In their semi-auto ethnographic case study, the authors theorised the experience of running in terms closely resembling the paratelic state, seeing running as fundamentally underpinned by the experience of play. Perry and Sacks (1981, p. 74) suggest that running can provide adults with play-like experiences involving "a temporary suspension of reality" akin to those experienced by children.

Feelings of freedom, adventure and excitement expressed by participants in the current study support playful theorisations of running such as that asserted by Perry and Sacks (1981). Furthermore, the expression by participants of excitement and adventure in particular parallel the findings of previous studies (Acevedo et al, 1992; Hughes et al, 2003). Reversal theory posits that the feeling of excitement occurs as a result of high arousal when in the paratelic state (Apter, 2007). This further underlines the importance of the paratelic state for ultra-runners.

Closely connected to these playful characterisations of running experience was the strong connection participants expressed to the natural environment when running. Evidence of this connection supports the findings of previous studies citing the role connections to the natural environment plays in providing meaning to ultra-running experiences (Jones, 1993; Muha, 2010). These connections ultra-runners experience with the natural environment can primarily be understood as a form of enjoyment occurring in the paratelic state.

However, some participants in the present study also expressed their experiences of connecting to the natural environment in terms that could be understood through the alloic-sympathy state. More than just enjoying the experience of running in natural environments, some participants in the present study expressed a duty of care to respect and look after the environments they encountered.

Furthermore, participants' connection with nature was expressed as an opportunity to free themselves from the constraints of everyday life. There appears to be further connection to the theorisation of running made by Perry and Sacks (1981) through their assertion of running as providing an almost fantastical and make-believe world. The authors state that "Running provides an accessible make-believe world, an opportunity to play with the tension between the magical bliss that was and harsh reality that is" (1981, p. 77). This sense of temporary escapism and immersion into a fantasy-like world through running was reflected in several passages from participants in the current study.

The seeking of adventure and excitement expressed by participants in the current study also supports the work of Hughes et al (2003) aligning ultra-running with other so called extreme sports. The motivations shared by participants in extreme sports based on sensation seeking and danger may then be similar in their experiential composition to those experienced by ultra-runners. The attraction of ultra-running in comparison to many other extreme sports however, may be that it requires a far more modest skill set, comprising only "a basic and simple movement acquired in childhood" (Perry & Sacks, 1981, p .77).

Furthermore, in examining the liberating effect of running experienced by participants in the study, another insight from the work of Perry and Sachs (1981) comes to light. Citing the work of Fixx (1977), the authors state that "running provides a relatedness to our evolutionary past" (1981, p. 75). The longing to escape their

controlled, urban environments and connect with nature expressed by so many participants in the study can be interpreted similarly as a desire for more primitive experiences. This is a position that was directly applied to ultra-running by one participant in the current study: *"There is always sense with ultra-running of trying to get that simplicity and really connect, just long distance running". (Matthew).*

With these myriad reflections of running experiences underpinned by the paratelic state it may beg the question of the role the telic state plays in ultra-runners' metamotivational experiences. However, the premise that one can willingly undertake a footrace of fifty to one hundred miles without direction from the telic state is inconceivable. Indeed, it may be the case that spending too long in either state during an ultra-marathon could be detrimental to performance. However, this requires empirical verification through further research in order to be ascertained.

The findings of the current study suggest then that the ability to switch between telic and paratelic metamotivational orientations is a key ingredient for ultra-running success. According to Desselles and Apter (2013) the ability to switch between or manipulate metamotivational states can be achieved through six different techniques; direct situational change, special display, re-framing, simulation, self-conditioning, and imaging. Of these techniques, the use of imaging in the form of the eight rooms technique (Apter, 1999) has proved to be particularly successful across a range of different contexts (Charat, 2006, 2012; Ellis, 2008). This has been evidenced most strongly by Reese and Apter's (2011) 12 years of application of the technique in self-development sessions (Desselles & Apter, 2013). Whether the technique could be applied to enhance ultra-running and other ultra-endurance sports performance remains the subject of future research.

In realigning the discussion with the over-arching theme of psychodiversity, consideration of the psycho-physiological demands of running an ultra-marathon also brings the mastery state to the fore. Similar to the requirement of the telic state and the engagement in a goal-orientated psyche, there also exists an underlying need to engage in the mastery state in order to complete an ultra-marathon. Whilst this was clearly communicated by participants in the current study, it was generally done so in relation to the intra-autic-mastery state or the autic-mastery state in relation to the race environment.

This aspect of participants' metamotivational orientation, underlines a further point described in the literature, namely the non-competitiveness of ultra-running compared to shorter distance running and other sports (Acevedo et al, 1992; Doppelmayr & Molkenthin, 2004; Hanold, 2010; Muha, 2010). Furthermore, in line with the findings of previous work, when studying the experiences of runners in a 100-mile race, Perry et al (1981) noted a "Remarkable absence of competitive feelings with the other runners and a far greater preoccupation with their own personal best performance" (1981, p. 174). This mind-set of intra-autic mastery was similarly expressed in several passages from participants in the current study.

The intra-autic mastery state undeniably played a part in participants' motivation to train and then participate in ultra-marathon events. However, what was particularly evident in relation to the concept of psychodiversity and the mastery-sympathy pair of states was the propensity for participants to express experiences of the alloic-sympathy state. This revelation further reinforces the previously cited non-competitive environment of ultra-running. The motivation in the alloic-sympathy state of wanting to help or care for someone is very different to the competitive motivation in the autic-mastery state of wanting to exert power and triumph over others.

Experience of Alloic Sympathy

The current study was able to identify a culture of care and mutual support amongst ultra-runners heavily supportive of the findings of previous studies (Holt et al, 2014; Jones, 1993; Muha, 2010). However, unlike previous studies, the present study is able to explain these experiences in relation to a holistic psychological framework, that of reversal theory. Moreover, drawing on the framework of reversal theory, the current study conceptualises these care-based experiences as evidence of the motivational orientation of the alloic-sympathy state.

These along with previous findings suggest then, that there is something unique about the experience of ultra-running that engages participants in the state of alloic-sympathy. This was articulated in the current study as being chiefly a product of a race environment in ultra-running. The emphasis is far more on competitors to help one another in the absence of the level of road-side support found in shorter, more mainstream road races. The reduced level of external support in ultra-marathons is further compounded by the increased dangers of courses that are predominantly trail-based, not to mention 100-mile events that run through the night. The role of these

factors in engaging participants in the alloic-sympathy state was something continually recognised by participants in the current study.

Furthermore, the psychodiversity experienced by participants in the current study was very much evident in experience of the conformist-negativist pair of states. Participants in the study recognised ultra-running as a rebellious form of running that failed to conform to conventional expectations of what running is and the distances that are involved. The significance of the negativistic state in ultra-running can be understood in relation to a number of the characteristics of ultra-running previously discussed. Non-competitiveness, the pronounced role of alloic-sympathy, connection to natural environments, and the emphasis on enjoyment of experience can all be understood to constitute a negativistic discourse of running.

In comparison to the motivations and experiences of ultra-runners previously discussed, the rebelliousness of ultra-running represents a particularly novel finding. The closest previous research has come to documenting rebelliousness in ultra-running is in the work of Folkins and Wieselberg-Bell (1981). They recorded higher scores in the trait of deviancy for runners who completed a 100-mile race, compared to those who failed to complete the distance. These results did not identify ultra-running as a rebellious form of running per say. However, some consciousness of rebelliousness would appear to play a role in the alternative status of ultra-running compared to mainstream, shorter distance running. Future research is needed to explore whether ultra-runners do indeed score more highly on measures of rebelliousness than other types of runners.

As a whole, it could be argued that the current study provides some of the most compelling evidence to date of an alternative discourse of running, as was called for by Ronkainen and Ryba (2012). Through its negativistic response to competitiveness and goal-achievement coupled with its heavily experiential phenomenology, ultra-running is well positioned to realise a more spiritual and existential dimension to running. However, by primarily drawing on the framework of reversal theory, the current study extends theorisation of alternative running discourses beyond the ambiguous spiritually and existentialism outlined by Ronkainen and Ryba (2012).

6.6.4. Conclusions

The findings presented here have served the two objectives of the current research study. Firstly, the use of ultra-runners to interpret the 3 studied adverts in relation to the framework of reversal theory has provided both support and further insights for the findings presented in study 1. Secondly, the current study has been able to glean a number of insights into the seldom examined experiences, motivations and phenomenologies of ultra-runners.

The research presented in this chapter has revealed the running experiences of ultra-runners interviewed in the present study to be constructed around 3 core themes. The theme of ultra-running as experiential supports some of the previously written literature on ultra-running. The themes of psychodiversity and the significance of alloic-sympathy in ultra-running experiences represent more novel elements of this study's findings.

The suggestion based on these findings is that ultra-runners comprise a unique group of runners whose running experiences and motivations differ from those of shorter distances; presenting a counter culture and phenomenology of running. What is more, reversal theory has proven to provide an effective framework for identifying and theorising the alternative discourse of ultra-running. By providing a structure for participants to articulate their running experiences, use of reversal theory has allowed this study to provide a detailed phenomenology of ultra-running.

Applying this framework to the study of other groups of runners offers the potential for further nuanced phenomenologies of running to be uncovered. Such knowledge could be of great value to marketing managers in better understanding how to represent either targeted or heterogeneous running discourses in their experiential advertising. By understanding in depth the different phenomenologies running brand consumers carry with them, running brand advertising can better reflect the experiences of potential consumers.

The ability of advertisements to reflect believable representations of an activity has been shown to be an important factor in their effectiveness. In an experiment using online advertising, Wang (2006) found that the message believability of an advert positively enhanced participants' attitude toward the advert and attitude toward the advert's messages. Perceived believability of an advert has also been shown to

contribute to advertising effectiveness through a positive correlation with purchase intentions found in previous studies (Kamins et al, 1989; Menon et al, 2001).

6.6.5. *Limitations & Future Research*

The findings gleaned from the current study have provided rich and novel insights into the phenomenology of ultra-running. However, whether the phenomenological characteristics of ultra-running revealed in the current study are applicable to the experiences of all ultra-runners requires further research. Whether it is the characteristics of ultra-running or simply the characteristics of the participants in the study that were the main cause of the findings presented here cannot be ascertained with complete certainty.

Many of the characteristics exhibited by participants in the current study were reflective of ultra-runners in previous studies. However, it should be recognized that there is also an elite group of ultra-runners about whom even less is known (Mueller, 2012). The motivations of such ultra-runners far exceed the basic objective of finishing the race and would appear to be far more competition orientated. The relationship of this particular cross-section of the ultra-running community to the results of the current and previous studies findings remains unclear and requires investigation.

Further research should attempt to extend the findings on the phenomenology of ultra-running by studying the experiences of ultra-runners from different demographic backgrounds. Where possible, gaining insights into the experiences of both younger and more ethnically diverse samples of ultra-runners would help to extend this area of knowledge. Furthermore, examining the experiences of other groups of runners such as those who run shorter distances and those with less running experience could enhance knowledge related to this study. Such approaches could reveal alternative running phenomenologies; helping to crystalize the uniqueness of ultra-running, as well as providing further insights into the impact of experiential running brand advertising.

It should also be acknowledged that the particular adverts examined in this study cannot be said to be either fully representative of the three studied brands or of all experiential running advertising. Future research could attempt to make similar examinations to the current study using a similar sample but in relation to the advertising of other running brands. Alternatively, further research could also track the

experiential advertising of the same three brands to investigate whether there has been any shift in the running discourses they project.

The use of reversal theory has been able to provide an effective phenomenological framework for unpacking the experiences of ultra-runners. However, other theoretical frameworks may be able to provide further insights into ultra-running phenomenology. Thus, the phenomenological account of ultra-running presented here does not claim to be theoretically exhaustive. The identification of other explanatory frameworks that can enhance understanding of ultra-running phenomenologies is encouraged.

The ability of the current study to cross-validate reversal theory interpretations of the three studied adverts has provided a largely robust defence of the analysis presented in study 1. However, a limitation of the sample used is that the runners it comprises may not by virtue of their extreme running endeavours be the primary target audience of the three studied adverts. Nevertheless, it is important to remember that ultra-runners have the experience of running at a variety of distances, often utilising shorter races as training exercises. Moreover, it was felt that in the role as agents of investigator triangulation, this particular sample of runners were best placed to perform such a function.

Furthermore, the extent to which participants in the current study can be said to have fully grasped the complexities of reversal theory may be limited. A more methodologically rigorous approach to this element of the study may have been to employ participants with both pre-existing knowledge of reversal theory and ultra-running experience. The logistics of identifying and then recruiting such an exclusive sample were however, far too prohibitive for such an approach to be feasible.

With regards to the study's second aim of examining ultra-running experiences, it should be conceded that the interpretations made were not upheld to the same standards of trustworthiness as were those made in study 1. Use of a reversal theory expert to cross-check the researcher's coding and thematic analysis would have enhanced the dependability criterion of trustworthiness (Skinner et al, 2015) in the current study. An effort to present a thorough reporting of the data collection and analysis processes that were followed in the current study has been made. However, a more detailed account of the sample's ultra-running biography may have aided the transferability of the study's findings. Collecting a more thorough account of each

participant's ultra-running biography may help external observers better judge the transferability of findings to other groups of ultra-runners, or indeed runners more generally.

Chapter 7.0: Discussion of the overall findings and implications of the three conducted research studies.

7.1. Recap of Research Aims & Summary of Results from Three Studies

The aim of the current research has been to examine the running experiences presented by three leading brands through 3 phases of consumption. Specifically, the research has sought to examine the construction of, and responses to, metamotivational states presented in the three studied adverts. The contribution each of the three studies has made to these objectives is summarised below.

A particular focus of these objectives has been critical analysis of the commercial impact of the metamotivational profiles of each studied advert. Recent data from the Sports Business Research Network (2014) shows that in the US market, both ASICS and Saucony (data on Mizuno was not available) struggle to attract younger consumers. In the 25 and below consumer age group, both brands recorded their lowest market share compared to other consumer age bands. Thus, a key focus of the commercial critique of the advertising studied in the present research concerns the presentation of strategies to better attract younger consumers.

The initial study within this thesis identified and demonstrated the use of reversal theory as a framework for understanding the psychological states presented in experiential advertising. Specifically, the study utilised reversal theory to demonstrate the dominant metamotivational states presented in three different running brand adverts. The study found that each of the three studied adverts were dominated by representation of the autic-mastery state but contained differences in the level of telic and paratelic dominance represented. The study's analysis identified the representation of telic dominance in the ASICS advert, Paratelic dominance in the Mizuno advert, and a balance between both states in the Saucony advert. In addition, the analysis also identified several components of flow in each of the three adverts, articulating the representations of running in each advert as optimal experiences.

The second study was designed to examine the effects of the three studied adverts and to test the hypothesised metamotivational similarities and differences between the three adverts produced following study one. Results of the study did not fully support the main hypotheses of the anticipated metamotivational effects. Viewers scored highly on autic-mastery but did not score as expected in the telic and paratelic states, with all three adverts experienced as telic dominant. The hypothesised emotional

effects of the three adverts were also not fully supported. The anticipated increase in positive affect was not evidenced for the sample as a whole but was for participants in the study who were runners. Runners in the study also documented significantly higher purchase intentions than non-runners although still at a low level, demonstrating the three adverts' lack of commercial impact on the study's audience.

In the final research study 10 ultra-runners were interviewed about their own interpretations of the three adverts and their own running experiences in relation to reversal theory. Participants largely supported the identified metamotivational states of the three adverts made in study one, with some exceptions concerning the conformist and negativist states. Participants generally saw the three adverts as conformist dominant through their conformity to idealised images of running. However, some participants also identified a strong narrative of negativism present in the Saucony advert. Participants described their own running experiences in relation to a variety of different metamotivational states, reflecting the concept of psychodiversity. These findings underlined the uniqueness of ultra-running experiences compared to more mainstream, shorter distance running.

7.2. Relationship between findings of the three research studies

As part of a mixed-methods research project following an emergent, multiphase, and triangulation design, it is important to outline the relationship the findings of each study have had on one another. The relationship between the findings of the current research's three studies are now summarised before discussion of the overall findings of the research.

Study 1 & Study 2 (Exploratory)

The first research study was designed to explore the psychological meanings of the running experiences presented in the three studied adverts. By adopting the framework of reversal theory to conduct this exploratory analysis, the dominant metamotivational states in the running experiences of each of the three adverts were identified. This exploratory analysis was used to produce a series of hypotheses about how the three adverts would be experienced when viewed. The hypotheses were tested in study two but were not fully supported, with dominance of the telic and conformist states in participants' responses proving unexpected findings.

Study 2 & Study 3 (Explanatory)

The relationship between the second and third research studies is understood through an explanatory design. Participants were interviewed in order to provide possible explanations of why participants in study two did not respond to the three viewed adverts as was hypothesised in study one. In the interviews the conformist and telic states were perceived by participants more than had been interpreted in study one. These findings helped to explain why these two metamotivational states had been more dominant in the results of study two than initially expected.

Study 3 & Study 1 (Triangulation)

The relationship between the third and first research studies is understood through the triangulation of the researcher's interpretations in study one and those of the participants in study three. As has been outlined, the process of triangulation supported the majority of the interpretations of the three adverts made in study one. However, of more importance to this discussion, concerns the areas of difference between interpretations made in the two studies and what they mean for the overall conclusions of this research.

The primary area of difference between the interpretations made in the two studies was the identification of conformity. The ability of participants to identify the conformist state in a way the researcher was not, can be understood as a product of the increased knowledge of running held by the participants. Having a greater understanding and familiarity of clichéd images of running for example, allowed participants to identify the presence of the conformist state in the Mizuno advert.

7.3. Discussion of the Metamotivatinal Profiles of the Three Studied Adverts - *General Consumption Context*

The key critique of the three studied adverts to emerge from the present research concerns their narrow metamotivational profiles. Throughout the three research studies there was in general, a homogeneous metamotivational response to, and interpretation of, the running experiences presented in each advert. This finding to emerge from the research is now discussed in relation to each of the four metamotivational domains of reversal theory and the wider consumption context.

With regards to the telic-paratelic pair, the telic state clearly emerged as the most dominant in relation to the running experiences presented in the three studied adverts. The results of study two in particular, and study three to some extent, downplayed study one's assertion of the presence of the paratelic state in the Mizuno and Saucony adverts. The effect of watching the three adverts in study two, and the perceptions of ultra-runners in study three, suggested that the running experiences presented were more representative of the telic state. The level of telic representation varied between explicit in the ASICS advert, to milder levels in the Mizuno advert.

Despite the recognition of the paratelic state in the Mizuno and Saucony adverts in study one, the findings of study two and three suggest this state was not projected particularly strongly. This means on the basis of the three adverts studied, the three brands are projecting a brand image that is centred more on seriousness and goal achievement than on enjoyment and fun. The importance of projecting images relating to enjoyment and fun for attracting young consumers has been well articulated in the literature (Anderson, 2011; Jones & Donovan, 2001; Noble et al, 2009; Wolburg & Pokrywczynski; 2001). Furthermore, another related construct, excitement, has been shown to be an important personality dimension for sports brands as perceived by consumers (Su & Tong, 2015). Thus, projection of the paratelic state would appear to have a role to play in reflecting qualities of excitement and fun in a sports brand, and subsequently attracting young consumers to the brand.

These assertions and evidence in the literature suggest that projection of the paratelic state plays an important role in brands gaining initial engagement with young consumers. This is a valuable engagement as it can also continue into adulthood (Gunter & Furnham, 1998), making attracting young consumers important for a brand's future growth. Indeed, both ASICS and Saucony have posted low sales figures amongst younger consumers in the US market (Sports Business Research Network, 2014). This suggests that improving sales amongst consumers 25 and under is likely to be high on the marketing agenda for these and other running brands.

In relation to the conformist-negativist pair of states, overall the three adverts were much more closely aligned with the conformist state through the interpretations made in study three and the effects documented in study two. The implications of presenting an overly-conformist projection of brand image can be discussed in relation to a number of potential effects.

From the perspective of the ultra-runners interviewed in study three, conformity to clichéd and idealised images of running created a barrier to connecting with the experiences portrayed in the three adverts. This barrier was communicated by participants in relation to how believable they felt such images were. Thus, the perceived lack of believability by participants in the running experiences presented in the three studied adverts can be understood as one potential consequence of conformity. It could be countered though, that conforming to stereotypical images of running may be a strategy for marketing running to the wider mass market, of which ultra-runners are not a part.

However, an overly conformist approach to the marketing of running experiences could make the brand less attractive to consumers other than just ultra-runners. Similarly to the paratelic state, the literature also suggests that the opposing state to conformity, rebelliousness, plays a significant role in attracting young consumers (Burton et al, 2000). Like the qualities associated with the paratelic state, rebelliousness has often been used to market products to younger consumers (Tan Tsu Wee, 1999). One reason for this is that teenagers in particular are often keen to distinguish themselves from older generations in society, and rebellious behaviour and self-image can help achieve this.

Moreover, the literature also suggests that rebelliousness marketed through sports celebrities can be a particularly effective advertising strategy (Burton et al, 2000; Jensen, 1993; Pechmann, 2000). The effectiveness of rebelliousness marketed through sports celebrities is due to the increased level of perceived realism associated with an advert. That is to say, behaviours and attitudes young consumers can relate to (Pechmann, 2000). This is an important outcome of any advertisement since purchase intentions tend to be stronger when higher levels of believability are perceived (Kamins et al, 1989; Menon et al, 2001).

It must be recognized that there is no reason to suggest that use of the conformist state in adverting denotes an automatic reduction in believability. However, in the context of the present research, conformity linked to clichéd and over-idealistic images was understood to have a negative impact on the effectiveness of the three studied adverts. It is also notable that the strategy of using sports celebrities was not adopted in any of the three studied adverts. Findings of the present research coupled with evidence in the literature suggest then, that conformity can detract from advertising appeal if it is

linked to the reproduction of clichéd images. Both sources also suggest that it is consumers that are young or those who are experienced and knowledgeable who are most likely to be effected in this way.

Regarding the autic-alloic and mastery-sympathy pair of states, the analysis made in study one coupled with the results of study two and three strongly identified the three adverts as autic-mastery dominant. The exception to this was interpretations made by two participants in study three, in which the sympathy state was identified in relation to the environment as portrayed in the Mizuno advert. However, the overall impression from the interpretations made in study three and study one, and the effects documented in study two was the projection of narratives of self-orientated performance.

Importantly for the framework of reversal theory, this was an intra-autic mastery based on exerting mastery over one's body and the environment rather than in competition against others. This approach may have been deliberately adopted by all three brands in order to reflect the typically solitary nature of running. However, the decision to focus on the projection of intra-autic mastery ignores many of the possible other-orientated experiences in running.

Although most of the participants interviewed in study three admitted to doing the majority of their running alone, almost all of them spoke of time spent running with others. Rather than this being experienced in the (inter) autic-mastery state, participants were able to relay several descriptions of running in the alloic-sympathy state. These alloic-sympathy running experiences were described by participants in relation to the unique challenges and camaraderie of ultra-marathons but also when completing simple, much shorter training runs.

The phenomenologies of ultra-runners in study three suggest that running can be experienced in a caring and other-orientated state and does not have to be a constant quest of self-mastery. Cultivating a running brand image that projects the alloic-sympathy state may provide a way of engaging consumers who feel alienated by excessive focus on individualism and performance. Consumers who want to run socially or help each other achieve fitness goals could be better targeted by advertising portraying alloic-sympathy running experiences.

7.4. Discussion of the Metamotivational Profiles of the Three Studied Adverts - *Psychodiversity*

The findings of all three research studies suggest that psychodiversity has an important role to play in the marketing of running experiences, making it a central argument of this thesis. The concept of psychodiversity is founded on the premise that it is desirable for individuals to achieve balance in the range of metamotivational states they experience (Apter, 2007). Put differently, the concept of psychodiversity suggests that is unhealthy for individuals to spend disproportionate amounts of their time in any single metamotivatonal state. The findings of the present research suggest that running provides an important opportunity for individuals to experience psychodiversity and that the marketing of psychodiversity is commercially desirable.

The narrow metamotivational profiles of the three studied adverts identified through the three studies suggest that the three associated brands are limiting the meaning they attach to running experiences. This approach means that the three brands may be alienating running consumers who experience alternative meanings from running, as evidenced in study three. Previous research suggests that the motivations of individuals to begin jogging or recreational running tend to be based on perceived health benefits of the activity (Glasser, 1976; Hoyenga & Hoyenga, 1984) aligning motivation with the telic state.

However, excessive focus on seriousness and self-mastery may also diminish the attraction of running for consumers who wish to experience the activity in alternative, less performance-driven ways. This is an orientation towards running that Ronkainen and Ryba (2012) have suggested is particularly applicable to older, more experienced runners. This is an important consideration from a commercial point of view, with the UK population currently its oldest ever recorded (Office for National Statistics, 2015). Therefore, aging consumers constitute an increasingly significant proportion of the consumer market that running brands should want to exploit.

Reflecting psychodiversity would allow brands and their marketing managers to embrace a wider phenomenology of running and aspects of running experience marginalized in the advertising studied in the present research. The former would mean that consumers from a wider variety of running backgrounds would be more likely to embrace (the more psychologically diverse) brand image. The latter would mean that brands projecting psychodiversity would be able to better differentiate themselves in the crowded running shoe marketplace where narratives of self-mastery dominate. Both

these potential effects of adopting a more psychologically diverse approach to advertising are now further discussed.

7.4.1. *Widening Appeal of the Brand & Running Experiences to a Greater Range of Runners*

As sports performance (rather than sports casualwear) brands, it is logical that narratives of goal achievement and self-mastery are at the forefront of the brand images of ASICS, Mizuno, and Saucony. However, the claim the three brands have over the ability of their products to aid performance could be used to market a range of running experiences other than those grounded in telic, autic-mastery. Producing running shoes that increase the level of comfort when running for example, could be related to the paratelic state and the capacity to enhance enjoyment of a run. The ability of a trail shoe to cope with unpredictable and uncompromising terrains could be marketed through the negativistic state as a means to take the path less-trodden.

These examples relating to running experienced in the paratelic or negativistic state are reflective of the phenomonologies of running identified in study three of the present research. Furthermore, there is evidence in the scholarly literature to suggest that running is experienced in a range of different ways other than those represented in the three studied adverts. The extant literature supporting a thesis of psychodiversity in running experiences is now discussed. This is done in relation to experiences reflecting the opposing metamotivational states to those presented in the three studied adverts; namely those of the paratelic, negativist, and alloic states.

7.4.2. *Paratelic Running*

Previous research suggests that there is a highly significant paratelic dimension to the way people experience running (Callen, 1983; Glasser, 1976; Hoyenga & Hoyenga, 1984; Johnsgard, 1989; Shipway et al, 2013; Summers et al; 1983). A major contention of this thesis is that this is a dimension of running experience that is under-represented in running brand advertising. Were the paratelic dimension of experiential running brand advertising to be increased, it would widen the appeal of running brands to a broader range of consumers. Previous research suggests that young consumers may be one particular group to benefit from experiential advertising more aligned with the paratelic state. Whilst the role of the paratelic state appears most prominent in support

of the thesis of psychodiversity, examples in the literature also point to the experience of other metamotivational states.

7.4.3. *Alloic Running*

Jogging socially, that is with others, is something often experienced by runners (Mueller et al, 2007). However, it must be recognized that running socially with another runner does not necessitate experience of the alloic state. Indeed, one could be engaged socially with another runner in the autic-mastery state, where experience is directed by the motivation of competing against their fellow runner. Nevertheless, the experience of 'social jogging' does indicate alternative running experiences to those confined to the intra-autic state where experience is confined within oneself.

Furthermore, there is evidence in the literature supporting the notion of a range of running experiences that are underpinned by alloic-sympathy (Allen-Collinson, 2008; Austin, 2007; Frey, 1993). The results of study three and previous research suggest that ultra-running is particularly conducive to the experience of alloic-sympathy. However, the broader running literature cited suggests that alloic-sympathy experiences can permeate all forms of running, making alloic-sympathy a worthy dimension of experiential advertising.

7.4.4. *Negativistic Running*

Previous studies of running have articulated freedom and escape, qualities closely related to the negativist state as important dimensions of running experience (Cook et al, 2015; Moskovites, 1984; Reid, 2007). These themes closely follow some of the motivations expressed by participants in the current research's third study and the feeling of freedom experienced when satisfying the negativist state (Apter, 2003). The evidence cited in the literature underlines the potentially important role running can play in providing access to the negativistic state, which may be limited in the social spheres of work and the family. The value of accessing the negativist state through running experiences as evidenced in the work cited along with the insights from the current research's third study, make it another important dimension of experiential running advertising.

7.4.5. *Differentiating the brand in a crowded marketplace*

Running brands each make claims over the unique ability of their products to aid running performance. ASICS is well known for its 'gel' cushioning system first introduced in 1986 (asics.com). Mizuno has been utilizing its 'wave' cushioning and stability technology since 1997 (mizunousa.com). More recently in 2015, Saucony launched its 'Everun' cushioning technology (saucony.com). Despite these claims, running shoes from each of these three and numerous other brands will tend to provide very similar gains in performance. Each brand has a range of shoes designed to enhance a particular characteristic of the running shoe; e.g. stability shoes, cushioning shoes, lightweight 'racing' shoes.

However, the similarity in the quality and function of products in the running shoe as well as most other retail industries, places increasing importance on the brand's image to distinguish it from competitors. One of the fundamental ways for brands to shape, project and develop their image is through advertising. The concept of narrative is especially pertinent in this respect as it can be used in experiential advertising to portray "selective experiences" and "intangible benefits" (Mattila, 2000, p. 36) associated with consumption of a brand's products.

So it follows, the adoption of psychodiversity into experiential advertising narratives presents a way for commercially astute running brands to differentiate their image from the homogenous narratives of rival brands. Running brands that can incorporate narratives of the paratelic, negativist, alloic and sympathy states into their experiential advertising are more likely to stand out from their rivals. If this is done as part of a psychologically diverse approach that still incorporates the dominant narratives of the telic, conformist, autic and mastery states into a brand's advertising then the brand will not be disadvantaged. However, it is perhaps how a brand goes about following this marketing recipe of psychodiversity that presents the biggest challenge. This is discussed further in section 7.4.1.

7.5.6. *The Wider Context of the Thesis of Psychodiversity*

The findings of this research suggest that running provides an important opportunity for individuals to experience psychodiversity and that marketing of psychodiversity is commercially desirable. However, previous research has demonstrated that running can also contribute to poor mental health when it simply becomes another activity to reinforce existing metamotivational orientations (Frey,

1993). Research by Blaydon et al (2002), confirmed Kerr's (1997) hypothesis that exercise dependency is most likely to occur in individuals who predominantly experience the telic, conformist, autic and mastery states.

So it follows, another benefit to the marketing of running beyond the confines of the telic, conformist, autic and mastery states could be the encouragement of behaviours less likely to lead to exercise dependence and negative consequences of addiction. Previous studies have identified some of the potentially negative aspects of addictive running behaviours (Furst & Germone, 1993; Morgan, 1979; Sachs, 1981). Thus, aligning themselves with psychodiversity could be more than just a clever marketing ploy for running brands but a way to promote good mental health to consumers.

A Note on Experiential Versus Utilitarian Advertising Cues

It must be remembered that the thesis of psychodiversity put forward by the present research is very much a thesis for experiential advertising. It should be noted that several scholars have suggested that this form of advertising in which the technical features of associated products are very much ignored, is not effective on all consumers. The literature suggests that utilitarian cues are important for attracting more experienced and knowledgeable consumers of the product category being advertised (e.g. Mangleburg et al, 1998). This notion was reinforced by the results of study three and may also explain the low purchase intention scores by runners in study two.

Therefore, whilst encouraging running brands to follow the thesis of psychodiversity set out in this research, the potential limitations of experiential advertising should also be recognized. In order to address these limitations, the present research also recommends that running brands attempt to include some form of utilitarian/product cues within their experiential advertising. This would help to reduce the potential barrier between experiential advertising and more knowledgeable consumers as evidenced in the literature and the present research's third study.

7.5. Optimal Experience

Further to the argument that psychodiversity is both desirable and psychologically healthy, is the assertion that it also presents the opportunity to achieve a range of optimal experiences. That is, an optimal level of experience is possible within each of the eight metamotivational states. This is important in the context of

experiential advertising since its principal aim is "immersion in unforgettable and extra-ordinary experiences" (Chanvat & Bodet, 2014, p. 323-324). This is a key point for the central argument of the current thesis as it contends that reversal theory provides a conceptual framework to present a range of different optimal running experiences.

This contention is based on the assertion that the framework flow presents a description that cannot sufficiently explain phenomenological variety in optimal experiences (Wright et al, 2014). Instead, reversal theory provides a way of understanding differences in the way optimal experience is achieved, with each metamotivational state containing "at its core, a feeling a person will seek to optimize" (Wright, 2016, p. 204). What this means phenomenologically is that an optimal experience can be understood for example, equally through feelings of excitement (paratelic) as it can through relaxation (telic) (Wright, 2016).

Table 7.1 Eight Metamotivational States of Reversal Theory & Their Associated Optimal Feelings

State	Optimal Feelings & Emotions
Telic	Relaxation, relief, sense of accomplishment
Paratelic	Excitement
Conformist	Sense of belonging, doing the right thing
Negativist	Freedom and Independence
Mastery	Pride and being triumphant
Sympathy	Love for others and being loved
Autic	Gratitude
Alloic	Virtuous and pride in others' achievements

To date, there has been a lack of research documenting the level of diversity postulated by reversal theory, in optimal running experiences. However, using the framework of optimal experience asserted by Wright (2016) suggests that it should be possible to experience optimal feelings through each of the eight metamotivational states.

Citing Apter (2003), Wright (2016, p. 204) outlines "eight core optimal feelings" associated with each of the eight metamotivational states. More than simply an optimal state of arousal within each metamotivational state, these "eight core optimal feelings" can be understood through accompanying optimal emotions (Wright, 2016). The emotions associated with each of the "eight core optimal feelings" are presented in table 7.1.

7.5.1. Applied Marketing Considerations & Suggestions

From a marketing perspective the asserted thesis of psychodiversity and optimal experience means there exists a far broader pallet from which to construct experiential advertising than implied in the three studied adverts. The broad phenomenology of reversal theory's perspective on optimal experience could provide a solution to Caru and Cova's (2003, p. 276) call for "a more humble but complete view" of the concept of experiential advertising. Recognition of this presents exciting possibilities for marketing managers. Presenting a diverse range of optimal experiences in line with the framework of reversal theory offers marketing campaigns a greater degree of flexibility whilst retaining a conceptual core.

One strategy for applying this thesis could be the creation of a series of adverts, each focusing on a different metamotivational state. Thus over the course of a single marketing Campaign, a brand could align itself with a range of optimal experiences resulting from use of the brand's products. Alternatively, a single advert could be utilized depicting how each of the eight metamotivational satisfactions can be experienced when running with said brand's products. This approach could for example, depict a single individual achieving each of the eight metamotivational satisfactions over the course of their running experiences. Or, such an approach could choose to present a range of eight different runners, each experiencing a different metamotivational satisfaction.

In consideration of the asserted thesis of psychodiversity and optimal experience, it must be recognized that not all runners may be capable of achieving optimal satisfaction in all eight metamotivational states. Indeed, it may be that the quality of consistently satisfying all eight metamotivational states is a quality specific to the conditions of ultra-running. However, by presenting a range of eight optimal satisfactions, it is more likely that at least one of these satisfactions will resonate with the experiences of any runner, regardless of ability, experience, or age. Thus, running

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consumers at any level of running are more likely to perceive the satisfactions being sold to them as relevant, increasing the level of advert involvement.

Moreover, in asserting the merits of the reversal theory framework for marketing optimal experience can be understood as more accessible than that of flow theory. Research has shown that flow experiences are common across a range of activities (Csikszentmihalyi 1975, 1979, 1981; Nakamura & Csikszentmihalyi, 2002) with sport-related activities particularly conducive to achieving the optimal state as outlined by Csíkszentmihályi (1999). However, flow is not an experience that an individual achieves easily. Previous research has shown that this is particularly the case for athletes or individuals participating in sport at non-elite levels (Jackson, 1995; Russell, 2001). Thus, whilst the marketing of optimal experience through flow may present experiences that are attractive to consumers, these may also be perceived as experiences that are seldom achieved.

Indeed, the "extraordinary experiences" that underpin experiential advertising have been criticized by Caru and Cova (2003) for being overly ideological and too far removed from most consumers' realities (Chanvat & Bodet, 2014, p. 327). Caru and Cova (2003) have suggested that much experiential advertising "represents an unachievable target and an almost certain guarantee to dissatisfy consumer" (Chanvat & Bodet, 2014, p. 327). This critique of experiential advertising has been reinforced by Schmitt (1999) who suggests that the experiences projected by most brands are rarely able to be achieved by consumers (cited in Chanavat & Bodet, 2014).

Furthermore, research by Knaving et al (2015) has specifically criticized the marketing of running and the representation of flow experiences in running advertising as lacking authenticity. In a study of advanced amateur runners, the authors found that participants ran for a variety of reasons and were able to identify five motivational themes; festival, competition, practicalities, togetherness, and support. The theme of competition clearly relates to the mastery state found to be underpin the three studied adverts. However, themes of festival and togetherness can be related to the paratelic and alloic states respectively, adding support to the concept of psyhcodiversity in running experiences.

What is more, Knaving et al (2015) stated that the experience of flow was hardly ever mentioned by participants in their study and not perceived as a key aspect of running experience and motivation. Rather, the authors concluded that applying the

concept of flow to understand running experiences and motivation would "likely severely limit possible exploration" (Knaving et al, 2015, p. 2021). In contrast, the framework of reversal framework presents a broader and more accessible description of optimal or extraordinary experiences than those found in flow and the majority of experiential advertising.

By presenting experiences that have an optimal quality but are perceived as more achievable and relevant to their own lives by consumers, reversal theory offers a way of re-conceptualising experiential advertising. As stated at the beginning of this section, the broad phenomenology of reversal theory's perspective on optimal experience presents the possibility of a more comprehensive approach to experiential advertising. Reversal theory may be the tool marketing managers need in order to follow Caru and Cova's prescription that "practitioners must be able to take in the full breadth of a phenomenon such as experience" (2003, p. 282).

7.6. Applied Utility of Reversal Theory to Marketing Managers

Each of the three studies has demonstrated the utility of reversal theory to help unpack the marketing of running through three phases of consumption. Reversal theory has also been presented as a framework and conceptual tool for marketing managers to assess their advertising in relation to each of these three phases of consumption. The applied use of reversal theory to marketing managers shall now be summarized in relation to each of the three phases of consumption identified at the beginning of this thesis.

Representation

Reversal theory has been shown to be an appropriate tool for identifying the different psychological states in the representation of running experiences made in the adverts of three leading running brands. Reversal theory can be used as a tool for identifying the dominant psychological states in experiential advertising copy of marketing managers' own, and rival brands, adverts. Using reversal theory in this way will allow marketing managers to more accurately assess whether they are projecting the type of psychological experiences they wish consumers to associate with their brand. It would also allow a marketing manager to better understand the experiences projected to consumers by rival brands.

In this way, reversal theory can be used as a tool for auditing experiential advertising. The absence of representation of particular metamotivational states in rival brands' advertising could be identified as potentially profitable gaps in the consumer market to be exploited. For example, a rival brand to ASICS, Mizuno and Saucony such as Brooks, may decide they want to incorporate the paratelic state into their advertising. This would be part of a strategy to project a greater sense of fun and to exploit the overly serious representation of running made in the three adverts studied in the present research.

Perception

Reversal theory has been shown to provide a conceptual framework capable of unpacking viewers' psychological responses to the running experiences presented in the advertising of three leading running brands. Reversal theory (and the RTSM) can be used by marketing managers as tool for measuring the psychological effects of their advertising. The key purpose being to assess whether the states projected in advertising copy are translated to consumer/viewer responses. E.g. Does a playful advert projecting the paratelic state cause consumers to experience the same state?

The central argument of this thesis concerns the projection of psychodiversity through advertising. However, reversal theory tells us that only one state in each metamotivational pair can be experienced at a given time and that not all states will be experienced equally (Apter, 2007). Therefore, even when a concerted effort to project psychodiversity has been made by marketing managers, it would be of value to know which metamotivational states are most dominant in consumers' perception when viewing the brand's advertising.

Furthermore, scholars have suggested that eliciting emotional responses to advertising underpins a number of desirable advert effects (Park & Thorson, 1990). These include recall (Mehta & Purvis, 2006), attitude towards the brand (Derbaix,1995), and attention (Olney et al, 1991). Thus, it would also be of value to marketing managers to know which emotions are felt most strongly by viewers when watching said brand's advertising.

Identifying emotions experienced by viewers that correspond to metamotivational states is also a way of further reinforcing the dominant metamotivational states experienced by viewers. For example, documenting the emotion

of excitement in viewers would strengthen the effect of the paratelic state in an advertisement. The current research's second study also confirmed the positively correlated relationship positive emotions have with purchase intentions.

Experience

Reversal theory has proved to be an effective framework for unpacking diverse running experiences as articulated by 10 UK ultra-runners. So it follows, reversal theory can be used as a framework for understanding the experiences consumers have deriving from the use of products (such as running shoes). In particular, reversal theory can be used as a broader and more accessible framework for understanding the optimal experiences of consumers. Brands' market researchers could use the framework of reversal theory to assess the extent to which the experiences of the brand's consumers match those represented through the brand's advertising.

Adjusting advertising to better reflect the experiences of consumers would help to enhance the authenticity of a brand whilst also embracing the concept of brand co-creation. Scholarly literature points toward the trend of brands becoming less unilateral in the offerings they make to consumers (Pitt et al, 2006) and the shift from consumers to prosumers of products (e.g. Ritzer & Jurgenson, 2010). This means brands are increasingly embracing the role consumers play in the creation and development of a brand's meaning, experiences, and products (Pitt et al, 2006). If a brand's offering is based on the realities of what consumer's experience, then it is more likely the brand can satisfy consumer needs.

7.7. Summary of Research's Original Contribution to Knowledge

The research presented within this thesis has made the following significant contributions to existing scholarly knowledge:

i.   The research has made novel examination of three different phases of the consumption process within a single piece of work.

ii. The research has made novel examination of the experiential advertising of performance running brands.

iii. The research has made novel application of the framework of reversal theory to analyse representations in experiential advertising.

iv.   The research has made novel use of the Reversal Theory State Measure to collect data on metamotivational state.

v.   The research has documented the most comprehensive empirical evidence to date of the occurrence of metamotivational state reversals, as proposed by reversal theory.

vi.   The research has made novel articulation of the running phenomenologies of UK ultra-runners, providing previously absent in depth examination of the diverse experiences of ultra-runners.

7.8.   Conclusions

The research presented in this thesis has sought to examine the commercial representation of running experiences as made by three leading running brands. By applying the framework of reversal theory, the present research has been able to contribute to existing knowledge in two significant ways. Firstly, it has identified gaps in the experiential marketing of running where opportunities exist for brands to market themselves through under-utilised phenomenologies of running. Secondly, the present research has conceptualized these gaps in the experiential marketing of running within a framework of psychodiversity and optimal experience.

The reversal theory account of optimal experience coupled with the phenomenological accounts of runners in the current research's third study, provides a novel framework for conceptualizing optimal running experiences. Drawing on the eight metamotivational states of reversal theory provides marketing managers with a template to position their brand as underpinning not one but a range of potential optimal consumer experiences. In marketing terms, the reversal theory framework of optimal experience provides a set of eight potential satisfactions to sell to consumers through advertising.

The commercial advantages of drawing on this reversal theory framework of optimal experience are twofold. Firstly, it provides a platform for providing a brand with a wide-ranging reach amongst consumers, able to meet a range of different consumer motivations. Secondly, it reflects a range of experiences empirically evidenced in runners that are in contrast to the narratives of telic, autic-mastery that predominate the three studied adverts. Such experiences have been evidenced amongst ultra-runners in the current research but also in other running populations (e.g. Cook et

al, 2015; Knaving et al, 2015; Mueller et al, 2007). Both these points can potentially strengthen the ability of running brands to connect with a wider consumer base through their advertising.

7.9.   Limitations of the Research

The principal limitation of the current research is that is presents an examination of running brand advertising and running experiences based on a single theoretical framework. The breadth and holistic composition of reversal theory constitutes one of the primary justifications for its adoption in the current research. However, the utilisation of reversal theory in the current research does not claim to present an exhaustive account of running brand advertising and running experiences.

In choosing to adopt reversal theory as the principal theoretical framework, it must also be conceded that its application to advertising does not strictly follow reversal theory's structural phenomenology. That is to say, examining experiences presented in adverts does not allow the researcher to gain access to the subjective experience of the individuals involved. In the reversal theory way of analyzing things, "it is not possible to decide from the outside alone what metamotivational state must be obtaining" (Apter, 2007, p. 42); making interpretations about experiences presented in adverts could be seen to be doing just that.

This limitation primarily concerns the first study of the current research, since subjective experience was accessed quantitatively and qualitatively in study two and three respectively. However, the present thesis put forward for understanding experiential advertising is based on the rationale that approaches based on theory offer greater insights than those that are merely descriptive. Reversal theory application to experiential advertising then, does not allow analysis to begin with subjective experience and breaches reversal theory's "inside-out" (Apter, 2007, p. 9) approach. Nevertheless, it still provides a framework for understanding the relationship of the represented experience in adverts to subjective experience.

Furthermore, limitations to the scope of the current research's findings regarding the construction of, and responses to, running brand advertising must also be recognized on two counts. Firstly, the three adverts acting as the principal focus of study throughout the current research cannot be said to be fully representative of all experiential running brand advertising. Secondly, the three adverts studied throughout

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the research cannot be said to necessarily be fully representative of each of the three associated brands. Other and more recent adverts in each brand's marketing portfolio may be representative of alternative meanings to those presented in the current research.

It must also be recognised that the level of congruency between the sample used in study three and the other two studies in the curent research could be greater. The adverts analysed by the researcher in study one were reflective of a mass marketing approach contrasting with the alternative market of ultra-running. In addition, the focus on younger consumers and the concentrated sample of undergraduates used in study two is in contrast to the sample of ultra-runners typically in their forties used in study three.

Using a sample of younger runners who run distances more typical of mainstream running and the running mass market would have increased continuity between all three studies. However, the decision to use ultra-runners has provided this research with two key benefits. Firstly, it has enhanced the process of cross-validation between studies one and three by utilising a sample of runners with experience and knowledge of running typically exceeding that of more mainstream runners. Secondly, examining the experiences of ultra-runners has also added a significant level of originality to the knowledge distilled within this thesis.

A further limitation of the current research is that its scope is limited to experiential advertising. The present research does not claim to advance knowledge in relation to the structure, effects and interpretation of instrumental or functional advertising. Indeed, it may the case that alternative theoretical frameworks to that provided by reversal theory are more suitable for the study of adverts centered on the features and benefits of a particular product.

7.9.   Directions for Future Research

The research presented within this thesis has endeavored to examine the totality of the consumption process, from the phase of advertising representation through to phases of consumer perception of advertising and post-consumption consumer experience. However, despite these efforts, the research cannot claim to be fully comprehensive of the consumption process. One important phase of consumption left unexplored in this thesis concerns the act of consumer purchase itself and the retail environments this takes place in.

Therefore, future research could seek to apply the framework of reversal theory to the structure of and experiences within both high street and online retail environments. Reversal theory could be used in a similar exploratory-explanatory design to that employed across the first and second studies of this thesis. A reversal theory exploration could be made of the dominant metamotivational themes represented on shop-floor and digital retail environments. This could then be followed up with quantitative and/or qualitative analysis of the dominant metamotivational states experienced by consumers in both environments.

One of the aims of such research of interest to marketing managers would be to investigate what experienced metamotivational states were most conducive to making purchases. Such research could also produce novel insights into the type of experiences that are encouraged in retail environments. This would be particularly timely for the study of both digital and high street retail environments due to recent developments in applications of reversal theory to design and the built environment (see Augustin & Apter, 2016; Apter, 2014; Fokkinga & Desmet, 2014; Van Midwound et al, 2014).

Furthermore, the scope of the thesis of psychodiversity extends beyond the marketing of running brands. The concept of psychodiversity could also be applied to the marketing of health messages that encourage physical activity. The intention in such an application would be to increase the likelihood of engaging a broader range of inactive people by presenting physical activity through a broader experiential spectrum. Future research could use reversal theory to audit the content of health messages on physical activity and suggest and test the effectiveness of new messages informed by psychodiversity.

The thesis of psychodiversity can also be extended to the wider study of running motivation and experience. The findings of the present research's third study coupled with the overarching framework of reversal theory has helped to identify some under-researched areas of runners' motivation and experience. Exploration of motives for, and experiences of, running connected to the negativist, alloic and sympathy states in particular offer potential for uncovering under-researched areas of running phenomenology.

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List of Appendices

Appendix I:

Ethical Approval Documentation

14 March 2013

Dear Leo,

Project Title:	A Psychosocial Study of Young Adult Recreational Runners' Relationship to ASICS and Other Running Brands
Researcher(s):	Leo Watkins
Principal Investigator:	Dr. Marcia Wilson

I am writing to confirm that the application for the aforementioned proposed research study received ethical approval at the meeting of University Research Ethics Committee (UREC) on **Wednesday 6 March 2013**.

Should any significant adverse events or considerable changes occur in connection with this research project that may consequently alter relevant ethical considerations, this must be reported immediately to UREC. Subsequent to such changes an Ethical Amendment Form should be completed and submitted to UREC.

Approved Research Site

I am pleased to confirm that the approval of the proposed research applies to the following research site.

Research Site	Principal Investigator / Local Collaborator
UEL Campus Laboratory	Dr. Wilson

Approved Documents

The final list of documents reviewed and approved by the Committee is as follows:

Document	Version	Date
Consent Form	1.0	19 February 2013
Participant Information Sheet	1.0	19 February 2013
Interview Schedule	1.0	19 February 2013

Approval is given on the understanding that the UEL Code of Good Practice in Research is adhered to.

With the Committee's best wishes for the success of this project.

Yours sincerely,

Merlin Harries
University Research Ethics Committee (UREC)
Quality Assurance and Enhancement
Telephone: 0208-223-2009
Email: researchethics@uel.ac.uk

Docklands Campus, University Way, London E16 2RD
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Email: r.carter@uel.ac.uk

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Appendix II:

Study 2 Questionnaire

Psychological State Measure 1 (BEFORE VIDEO)

Instructions for Respondent:

- Not everyone is motivated by the same things. In fact, the same person may be motivated by different things at different times, depending on the situation or their state of mind.

- Please indicate which ONE group of statements best describes WHAT YOU WANTED IMMEDIATELY BEFORE TAKING THIS SURVEY.

There are no right or wrong answers, and no particular response is better than any other.

I WANTED TO... (Tick or circle ONE only of the two options below)

• Accomplish something for the future • Do something serious • Do something crucial	• Enjoy myself at the moment • Do something playful • Do something of no great concern

OR

I WANTED TO... (Tick or circle ONE only of the two options below)

• Do what I'm supposed to do • Do what's expected of me • Do my duty	• Do what I'm not supposed to do • Do the opposite of what's expected of me

OR

I WANTED TO... (Tick or circle ONE only of the four options below)

• Be powerful • Be in control • Dominate	• Help others to succeed • Help others to be powerful • Strengthen others
• Be cared for • Be helped • Be looked after	• Care for others • Show consideration for others • Be loving towards others

1

Psychological State Measure 2 (BEFORE VIDEO)

Instructions for Respondent:

Below are a number of words that describe different feelings and emotions.

Read each word and then in the box next to the word, insert a number from **1 to 5** to **INDICATE TO WHAT EXTENT YOU FEEL THIS WAY RIGHT NOW, I.E. AT THE PRESENT MOMENT.**

1 Very slightly or not at all	2 A little	3 Moderately	4 Quite a bit	5 Extremely

Interested	☐	Irritable	☐
Distressed	☐	Alert	☐
Excited	☐	Ashamed	☐
Upset	☐	Inspired	☐
Strong	☐	Nervous	☐
Guilty	☐	Determined	☐
Scared	☐	Attentive	☐
Hostile	☐	Jittery	☐
Enthusiastic	☐	Active	☐
Proud	☐	Afraid	☐

2

Demographic Information Questions

1.   Subject Studied: _____   2.   Level of Study: 1   2   3

3.   Are you a runner or jogger?   YES   NO   (If no, go to question 7)

4.   If so, how many times a week on average do you run/jog? _____

4.b   On average how far and for how long would you say you run each time?

     Distance: _____   Duration: _____

5.   Are you a member of a running club?   YES   NO

5.b   If so, how often do you train/run with your club? _____

6.   Do you regularly take part in any organsied/competitive running events?

     (e.g. 5km/10km/half-marathon/marathon)   YES   NO

6. b   If so, please describe what type and how often

     Type: _____   How Often: _____

7.   Age: _____   8.   Gender: FEMALE   MALE

9.   **What is your ethnic group?** *Choose ONE section from A to E, then circle the appropriate description*

A : White	B : Mixed	C : Asian or Asian British
British	White AND Black Caribbean	Indian
Irish	White AND Black African	Pakistani
Any other White background:	White AND Asian	Bangladeshi
_____	Any other mixed background:	Any other Asian background:
	_____	_____

D : Black or Black British	E : Chinese or other ethnic group
Caribbean	Chinese
African	Any other:
Any other Black background:	_____
_____	Not stated

10.   May we contact you to arrange a short follow-up interview at a later date?

     If so, please provide your e-mail address:

_____

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* * * PLEASE NOW WATCH THE SHORT ADVERTISING COMMERCIAL VIDEO BEFORE COMPLETING THE REST OF THE QUESTIONNAIRE * * *

Intention to Purchase (AFTER VIDEO)

- After watching the short commercial video, would you say that it has had any impact on your intention to purchase any of the products associated with the commercial?

No, I have no interest in purchasing any of the products associated with the commercial ☐

No, I have some interest in products associated with the commercial but my intention to purchase remains the same ☐

Maybe, I may be more inclined to purchase some of the products associated with the commercial ☐

Yes, my intention to purchase products associated with the commercial is increased ☐

Yes, I will definitely be making a purchase of products associated with the commercial ☐

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Psychological State Measure 3 (AFTER VIDEO)

<u>Instructions for Respondent:</u>

Below are some pairs of statements. Decide which of the statements in each pair best describes **WHAT YOU WANTED IMMEDIATELY AFTER WATCHING THE VIDEO**

I WANTED TO...	A lot more ←	Somewhat more ←	A little more ←	A little more →	Somewhat more →	A lot more →	I WANTED TO...
Focus on my own needs	3	2	1	1	2	3	Focus on others' needs
Do what I'm supposed to do	3	2	1	1	2	3	Do what I'm not supposed to do
Do something crucial	3	2	1	1	2	3	Do something of no great concern
Benefit others	3	2	1	1	2	3	Benefit personally
Do something serious	3	2	1	1	2	3	Do something playful
Do something for myself	3	2	1	1	2	3	Do something for others
Be defiant	3	2	1	1	2	3	Do my duty
Do what's expected of me	3	2	1	1	2	3	Do the opposite of what's expected of me
Accomplish something for the future	3	2	1	1	2	3	Enjoy myself at this moment
Be powerful	3	2	1	1	2	3	Be cared for
Be in control	3	2	1	1	2	3	Be helped
Be looked after	3	2	1	1	2	3	Dominate
Help others to be powerful	3	2	1	1	2	3	Show consideration for others
Strengthen others	3	2	1	1	2	3	Be loving towards others
Help others to succeed	3	2	1	1	2	3	Care for others

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Psychological State Measure 4 (AFTER VIDEO)

<u>Instructions for Respondent:</u>

Please indicate which <u>ONE</u> group of statements best describes **WHAT YOU WANTED IMMEDIATELY AFTER WATCHING THE VIDEO**

There are no right or wrong answers, and no particular response is better than any other.

I WANTED TO... **(Tick or circle <u>ONE</u> only of the two options below)**

• Accomplish something for the future   • Do something serious   • Do something crucial

OR

• Enjoy myself at the moment   • Do something playful   • Do something of no great concern

---

I WANTED TO... **(Tick or circle <u>ONE</u> only of the two options below)**

• Do what I'm supposed to do   • Do what's expected of me   • Do my duty

OR

• Do what I'm not supposed to do   • Do the opposite of what's expected of me

---

I WANTED TO... **(Tick or circle <u>ONE</u> only of the four options below)**

• Be powerful • Be in control • Dominate	• Help others to succeed • Help others to be powerful • Strengthen others
• Be cared for • Be helped • Be looked after	• Care for others • Show consideration for others • Be loving towards others

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Psychological State Measure 5 (AFTER VIDEO)

Instructions for Respondent:

Below are a number of words that describe different feelings and emotions.

Read each word and then in the box next to the word, insert a number from **1 to 5** to indicate **TO WHAT EXTENT YOU FEEL THIS WAY RIGHT NOW, I.E. AT THE PRESENT MOMENT.**

1	2	3	4	5
Very slightly or not at all	A little	Moderately	Quite a bit	Extremely

Interested	☐	Irritable	☐
Distressed	☐	Alert	☐
Excited	☐	Ashamed	☐
Upset	☐	Inspired	☐
Strong	☐	Nervous	☐
Guilty	☐	Determined	☐
Scared	☐	Attentive	☐
Hostile	☐	Jittery	☐
Enthusiastic	☐	Active	☐
Proud	☐	Afraid	☐

END OF QUESTIONNAIRE

Thank you for taking the time to answer the questions

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Appendix III:

Study 2 Participant Information Sheet & Informed Consent Form

INFORMATION SHEET FOR PARTICIPANTS

Title of Study: **Documenting Changes in Metamotivational States and Positive Emotions in Response to Watching a Sixty-Second Running Brand Commercial**

Dear Participant,

You are being invited to take part in a research study. Before you decide whether to participate, it is important for you to understand why the research is being done and what it will involve.

Please take time to read the following information carefully and ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

What is the purpose of the study?
- The purpose of the research study is to measure responses in viewers to watching one of three specific running brand TV commercial
- The study will measure psychological and emotional responses immediately before and immediately after watching the TV commercial
- Participants will also be asked if they would be willing to be contacted to arrange a follow-up interview for the study

What will I have to do if I take part?
- Participants will be asked to fill out a simple questionnaire asking them about their current psychological and emotional state
- Participants will then be asked to watch a short sixty second TV commercial
- Participants will then be asked to fill out the same questionnaire immediately after watching the TV commercial

What are the possible advantages of taking part?
- In taking part in the study, participants will be making an important contribution to both academic knowledge and consumer research within the running market.
- Taking part in the research will be a useful exercise in providing insights into doing research for all students

What are the possible disadvantages or risks of taking part?
- It is not expected that taking part in any aspect of the research will have any disadvantages or cause any level of discomfort or trauma to participants.

Do I have to take part?
- You are under no obligation to participate in any part of the study.
- If you do decide to take part, you are free to withdraw at any time without giving a reason.
- If you do not take part or withdraw from the study at a later date, it will not disadvantage you.

What will happen to the information?
- Your participation in this study and all information collected will be kept strictly confidential.

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- Where necessary, information collected will be coded so that you cannot be recognised from it.
- The results of this study will be reported as part of my research degree programme and may be further disseminated for academic benefit.
- The results will be available to you on request.

Who should I contact for further information or if I have any problems/concerns?
- Your first point of contact should be the principal investigator but you may also contact the director of studies.
- Names and contact details are supplied below:

Principal investigator: Leo Watkins
Email address: U124388@uel.ac.uk
Phone: 07957 321 081

Director of Studies: Dr. Marcia Wilson
Email address: m.wilson@uel.ac.uk
Phone: 0208 223 427

CONSENT FORM

		Please tick to agree
i.	I confirm that I have read the information sheet for the above study and I have been given a copy to keep.	☐
ii.	I understand what the study is about and I have had the opportunity to discuss with the researcher and ask questions about the study.	☐
iii.	The procedures involved have been explained to me. I know what my part will be in the study and how the study may affect me.	☐
iv.	I understand that my involvement in this study and particular data from this research will remain strictly confidential. Only researchers involved in the study will have access to the data.	☐
v.	It has been explained to me what will happen to the data once the study has been completed.	☐
vi.	I understand that I have the right to stop taking part in the study at any time and I am not obliged to give any reason.	☐
vii.	I know that if I do withdraw, it will not disadvantage me.	☐
viii.	I know who to contact if I have any questions/concerns about my participation and I have their contact details.	☐
ix.	I fully and freely consent to participate in the study.	☐

Participant's Name: Researcher's Name

Participant's signature: Researcher's signature

Date: **Date:**

Appendix IV:

Study 2 Detailed Psychometric Analysis for the PANAS

5.5.5. Psychometric Analysis - PANAS

The PANAS can be recognised as an older and more widely used measure compared to the RTSM, with its psychometric credentials well accounted for in the literature (Watson et al, 1988; Crawford & Henry, 2004). Nevertheless, collecting any large-scale data provides an opportunity to confirm the psychometric structure of the measures used. Moreover, in relation to the PANAS, it has also been contended in the literature that data drawn from ethnically diverse samples is lacking in validation of the measure (Villodas, 2011). Both the size and composition of the sample in the current study provide sound justification for analysing the psychometric validity of the PANAS and testing its component structure and reliability.

Although it has been the subject of some conjecture in the literature, the structure of the PANAS is characterised by the presence of two components or factors: Positive Affect (PA) and Negative Affect (NA). Previous factorial analyses have shown these two factors to explain the majority of variance within the measure (Watson et al 1988; Crawford & Henry, 2004). However, the notion of full independence between PA and NA has been challenged by some authors (Crawford & Henry, 2004).

So it follows, testing the component structure of the PANAS serves to both support the intended two-factor model whilst also examining the relationship between PA and NA. It has been argued that although PA and NA measure visibly different things, they should not be conceived as unrelated (Costa & McCrae, 1980). Being happy can be understood as the opposite to being sad, thus the two moods are in their polarised construction, related. This conceptual assertion has been borne out by the fact that measures of PA and NA prior to the PANAS were all found to be negatively correlated (E.g. Brenner, 1975; Diener & Emmons, 1984; Kammann, Christie, Irwin, & Dixon, 1979). The extent of this correlation has been less evidenced in the studies reported by Watson et al (1988). Nevertheless, it remains an important element in the examination of the PANAS' psychometric structure.

5.5.6. Principal Components: PANAS

In keeping with the approach laid out in the original validation study of the PANAS (Watson et al, 1988), Principal Components Analysis (PCA) with orthogonal (varimax) rotation was performed on the twenty items of the PANAS. As the literature on the PANAS outlines (e.g. Kuesten et al, 2014), the conceived independence of its PA and NA dimensions makes it orthogonal in structure. Thus varimax can be cited as an appropriate method of rotation for its ability to maximise variance between factor loadings (Tabachnick & Fidell, 2013).

Since the PANAS was incorporated into a repeated measures design within the present study, both sets of data (pre and post scores) captured using the PANAS were separately subjected to PCA. An initial factor solution based on factors with eigenvalues greater than 1 was first specified. This was then followed by running a 'forced' factor solution based on the number of anticipated factors (2) in order to aid interpretation of the output.

The initial analysis (for pre-intervention scores) produced a 5-factor solution, based on the criteria of eigenvalues >1 for defining each factor. However, examination of the eigenvalues of each of the five factors produced by the analysis shows a clear difference between the strength of factors one and two compared to factors three, four and five. This difference in the relative strength of the five factors identified by the analysis is most evident visually when the scree-plot of factors is examined (see figure 5.1). The 'elbow' point of the scree-plot conventionally used as the point to separate retained and non-retained factors is clearly evident after the plots of the first two factors.

The forced two-factor solution clearly supported the conceived constructs within the PANAS of PA and NA; with each of the according 10 items loading onto the expected factor. The loading of items and presentation of the scree-plot were conclusively supportive of the component structure of the PANAS conceived by Watson et al (1988).

The above steps were then repeated on the same twenty PANAS items from the post-intervention scores to see if there were any differences in the

factor solution produced. The initial solution produced similar results to that found with the pre-intervention scores of the same twenty items, with 5 factors displaying eigenvalues >1. As with the first analysis, the eigenvalues of the first two factors (5.70, 3.92) were notably higher than the remaining three factors displaying eigenvalues>1 (1.17, 1.06, 1.01). The elbow of the scree plot again also illustrated the difference in the loading of the first two factors (see figure 5.2).

Figure 5.1. Scree Plot from Factor Analysis on 20-items of PANAS (Pre-Intervention)
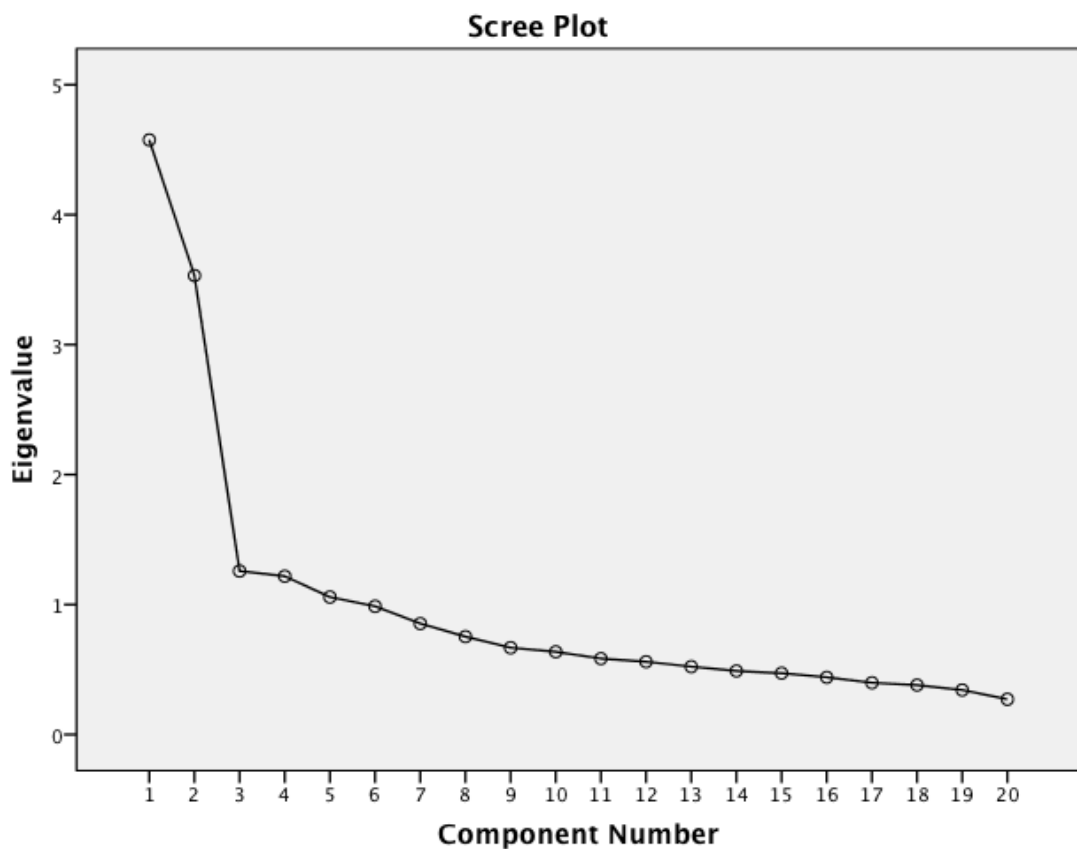
When the factor analysis was 'forced' to produce a two-factor solution, the analysis once again supported the conceived constructs within the PANAS of PA and NA. Each of the according 10 items loaded onto the expected factor, with no indication of any of the items having cross-loaded. However, the notable difference in the factor analysis of the post-intervention scores was the improved total variance accounted for (48.1%, compared to 40.5% for the pre-intervention PCA).

Figure 5.2. Scree Plot from Factor Analysis on 20-items of PANAS (Post-Intervention)
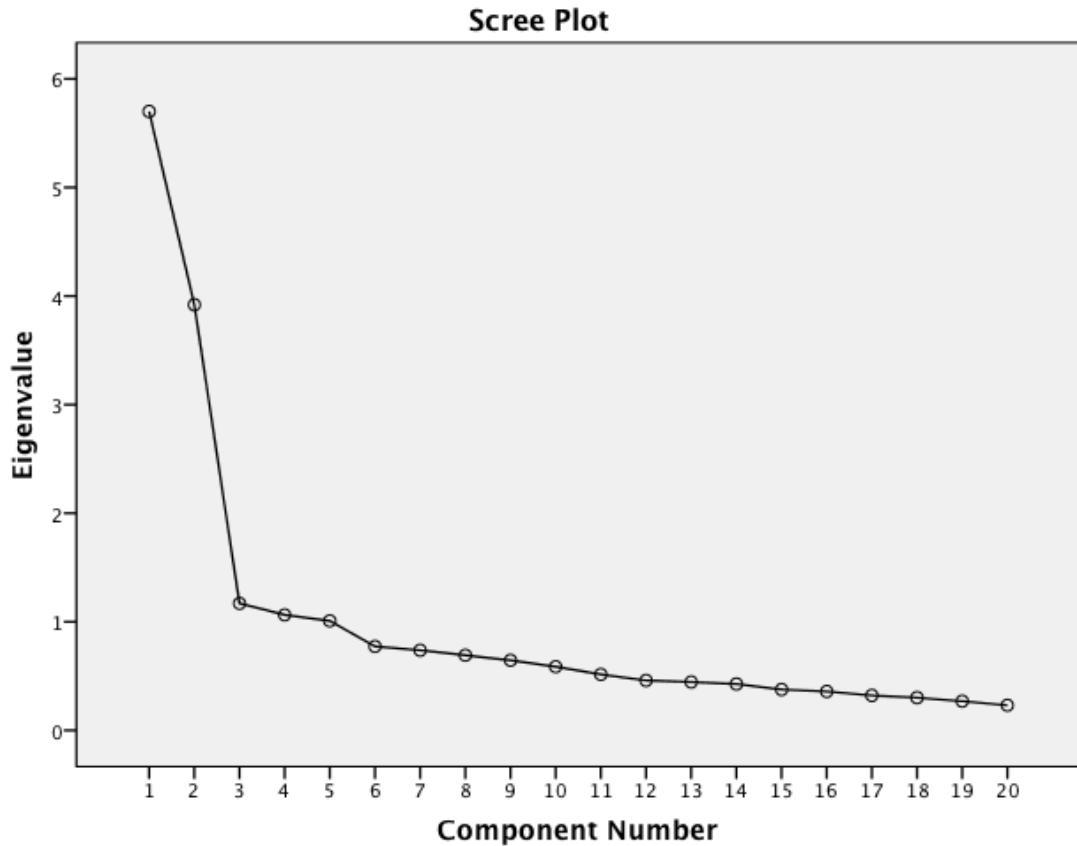
5.5.7. Component Reliability: PANAS

Following Cronbach's (1951) method for testing the internal consistency of a measure, each of the sub-scales within the PANAS (PA and NA) was subjected to reliability analysis. Since the PANAS had been used as a repeated measure in the current study, data from both pre and post intervention scores were tested independently, increasing the robustness of the analysis. As the items in each of the PANAS' scales are summed (Total PA and NA), the appropriate practice of reporting normal alpha rather than standardised alpha values was followed (Field, 2013).

Each of the two separate reliability tests run on the PA and NA subscales of the PANAS revealed high levels of reliability. For the PA scale, $\alpha = .841$ for pre-intervention scores and $\alpha = .909$ for the post-intervention scores. For the NA scale, $\alpha = .808$ for pre-intervention scores and $\alpha = .817$ for the post-intervention scores. The stated alpha levels comfortably meet the recommendations for scale reliability stated in the literature (e.g. Kline, 2005)

but do not necessarily indicate good inter-item correlation. Thus, it can be concluded that the internal consistency of the PANAS was found to be sound when used in the current study.

Table 5.6. Rotated Factor Loadings & Component Reliability for the PANAS (Pre-Intervention) - *Forced 2 Factor Solution*

Principal Components			
		Factor	
Affect Type	Emotion	1	2
		Loadings	
PA	Inspired	**0.761**	0.091
PA	Enthusiastic	**0.738**	-0.017
PA	Active	**0.664**	0.031
PA	Proud	**0.653**	-0.009
PA	Determined	**0.653**	0.135
PA	Attentive	**0.626**	0.053
PA	Excited	**0.607**	0.065
PA	Strong	**0.588**	-0.015
PA	Interested	**0.571**	-0.057
PA	Alert	**0.522**	0.069
NA	Scared	0.069	**0.768**
NA	Afraid	0.051	**0.749**
NA	Nervous	0.084	**0.747**
NA	Upset	-0.025	**0.661**
NA	Jittery	-0.033	**0.617**
NA	Irritable	-0.131	**0.575**
NA	Ashamed	0.134	**0.547**
NA	Distressed	-0.052	**0.510**
NA	Hostile	0.282	**0.450**
NA	Guilty	0.083	**0.429**
Reliability			
No of items	Affect Factor	Cronbach's Alpha	
10	Positive Affect	0.841	
10	Negative Affect	0.808	

Table 5.7 Rotated Factor Loadings & Component Reliability for the PANAS (Post-Intervention)
- Forced 2 Factor Solution

Principal Components			
		Factor	
Affect Type	Emotion	1	2
		Loadings	
PA	Enthusiastic	**0.837**	0.011
PA	Inspired	**0.788**	0.058
PA	Active	**0.787**	0.018
PA	Determined	**0.768**	0.100
PA	Excited	**0.761**	0.014
PA	Strong	**0.742**	-0.041
PA	Interested	**0.723**	-0.007
PA	Proud	**0.670**	-0.046
PA	Attentive	**0.665**	0.159
PA	Alert	**0.655**	0.059
NA	Nervous	0.054	**0.800**
NA	Afraid	0.128	**0.758**
NA	Scared	0.095	**0.701**
NA	Upset	-0.006	**0.628**
NA	Jittery	0.003	**0.625**
NA	Ashamed	-0.037	**0.614**
NA	Guilty	0.009	**0.573**
NA	Irritable	-0.223	**0.544**
NA	Distressed	0.055	**0.526**
NA	Hostile	0.144	**0.443**
Reliability			
No of items	Affect Factor	Cronbach's Alpha	
10	Positive Affect	0.909	
10	Negative Affect	0.817	

*Significant loadings in **bold***

Appendix V:

Study 3 Sample Interview Transcript

Interviewer: ok so this is the first advert

<Asics advert plays>

Interviewer: so the first question is always just to check whether you've seen that before?

Interviewee: I don't think so

Interviewer: that one was aired on TV quite a bit during the 2012 Olympics

Interviewee: the one where everyone is running up the hill and they all end up at the same place, that's the one I thought that was, is that Asics or is it not?

Interviewer: yea yea that's the latest advert they've put out, this is a couple of years old now

Interviewee: right I don't think I've seen it

Interviewer: it's up to you in terms of your thoughts if there are any that jump out that aren't related to this you can tell me about those first or you can tell me if any of these are relevant, I don't mind which way we do it

Interviewee: yea..

Interviewer: did you get a sense of any of these states or types or motivation being portrayed

Interviewee: is it the same girl all the time chasing herself? Is it?

Interviewer: yea that's what the narrative of that advert is, some people don't realise that straightaway

Interviewee: so that's I don't know that I got any of the others though, but I don't have to though do I?

Interviewer: no. what about the message of the advert?

Interviewee: you should get out training

Interviewer: did you take away a particular message from that at all? Anything specific?

Interviewee: not really no

Interviewer: did it do anything to motivate you at all?

Interviewee: no

Interviewer: not particularly, it wouldn't be something that you could relate to your own training experiences?

Interviewee: no it wouldn't

Interviewer: it doesn't make you feel any of these?

Interviewee: no I can't say it does no

Interviewer: were there any specific moments in the advert where this 'Mastery' state was particularly evident by what she was doing?

Interviewee: just the way she was taking over herself

Interviewer: what's your over all impression of it as an advert?

Interviewee: it was alright, I'm not that taken with any advertising to be honest with you, it's not a thing for me. It was really loud, you can turn it down for the next one. I mean it's fine but ….

Interviewer: I'm interested in any thoughts – the music, the visuals..

Interviewee: when I thought it was going to be the other advert I quite like that one, but that one is ok. I just like all the people running off together, that makes me feel like I don't know, the one where you're doing it for love or whatever and everyone gets together and runs

Interviewer: so you're attracted to the new Asics advert because of the…

Interviewee: just everybody running from everywhere to meet at the top of this hill

Interviewer: ..the kind of collective

Interviewee: yea I suppose so

Interviewer: this one is very about the Self, so it's interesting if maybe you're more, you engage more in experiences that might show you know groups of people

Interviewee: which is weird because I really hate other people, I hate crowds

Interviewer: this is something I want to get on to afterwards but we can talk about it now is just your experiences as a runner. When you train do you tend to run individually or do you run in groups at all?

Interviewee: always on my own, I don't really like training with anyone else. Racing is different though, you have to put up with them because everyone else is there

Interviewer: so is that when you might experience more a sense of that collective then?

Interviewee: what racing?

Interviewer: yea

Interviewee: yea I suppose so, I like the idea the reality I don't like, I seek out races that no one is in, not no one but like there are plenty of races you can do that are small and you've got space but then again I do London so, but only because you have to otherwise people don't think you're a proper runner. They think that's the farthest marathon

Interviewer: ok a few more questions on this video, do you think that any particular emotions were attached to that video?

Interviewee: serious, she looked serious to me. She didn't to be honest, she didn't really look like she was enjoying it, like got to get this done, mind you I'm like that

Interviewer: that's also what I'm interested in, what's portrayed in that advert whether you perceive it to be realistic when compared to some of the running experiences you might have

Interviewee: yea I do because she's not grinning like a lunatic and leaping around like it's really easy, she looks like she's working, so Realistic then. Are they all by Asics?

Interviewer: no, the research is funded by Asics

Interviewee: they funded the PhD then!

Interviewer: yea they funded two at UEL, this one and another one which is a biomechanical study. However there is no agenda to either

Interviewee: no no I like them as a brand I do. I used to always wear them and be religiously in them

Interviewer: if I were to just show you three Asics adverts it might be useful for Asics but wouldn't make the best for the PhD. We talked a bit about the advert, about that female character and how she looks, she wasn't perhaps enjoying it, she was having to work pretty hard. I'm also interested in the bodies of runners presented in these adverts, do you think she looks like a runner particularly? Was it believable in that sense?

Interviewee*:* yea I think so, she didn't look particularly too thin or anything like that, I thought she looked normal

Interviewer: do you have any thoughts about what type of target audience you might consider that advert to be for?

Interviewee: I mean I'm assuming it would be for young women, she was a young woman wasn't she. I mean like 20s or whatever.

Interviewer: any particular type of runner?

Interviewee: I mean I think it would have to be a fairly serious runner, it wouldn't be just your does Race for Life once a year, because she's obviously trying to improve, so someone that takes it quite seriously, I think.

Interviewer: ok, any other thoughts on that advert?

Interviewee: no I don't think so

Interviewer: did you find it interesting to watch? Were you interested in the advert or did it not particularly engage you that much?

Interviewee: I don't think it can have engaged me that much because I already can't remember it, but that's me I don't really watch that much telly because I can't concentrate for that long.

Interviewer: right so we'll move on to number two

Interviewee: I can do a minute, it's 30 minutes and I struggle

Interviewer: it's interesting that you say that, because you run such long distances what's that like?

Interviewee: I just think about lots of different stuff though. Sometimes I have no idea what I thought about when I come home, but it's good because it wipes it all clean but we don't because we've got and loads of people must be like that these days, we've got Virgin media so we don't even watch the adverts anymore, we record everything we want to watch and cut them out. So poor people must be spending on this money and no one is watching their adverts

Interviewer: yea that's probably another study to find out how much people do come into contact with advertising and engage with it

Interviewee: yea I don't know why I've seen that one, the one I'm talking gabout the new one that you said, I have no idea where I've seen it but I must like it to remember it

Interviewer: it obviously made an impression in a way that this one didn't

Interviewee: yes!

Interviewer: ok so ready for the second advert?

Interviewee: yes I'm going to properly watch this one, I feel like I'm in a test

<Saucony Advert plays>

Interviewer: Have you seen that before?

Interviewee: No

Interviewer: most people haven't, the Asics one is the only one that has actually been shown on tv over here

Interviewee: so I wouldn't have seen it here

Interviewer: did you capture the brand?

Interviewee: yea, Saucony

Interviewer: familiar with them?

Interviewee: yea I've had their shoes, I've had everybody's shoes

Interviewer: yea I think that tends to be most peoples response in terms of running brands it's quite a long list

Interviewee: ok, you're going to ask me what I think about it

Interviewer: you can think about those, you can even talk to me about how that compares to the Asics one for you

Interviewee: I like their tag, the bit about Strong is what you've got left when all your weak's been used up, I'm going to steal it and use it, I like that one better. Why did I like that one better? I like the people running up the hill, I've got a thing about that, I think that looks good, that one made me think more, it wasn't self was it, it was lots of different people doing things either on their own or together wasn't it

Interviewer: yea I mean it's definitely much more of a mixture

Interviewee: Serious, it wasn't playful, they were all serious is what I thought, and they were all doing it to get better, they looked like they were anyway, I mean the track athletics stuff you don't do that for play, yea and I liked their tag line, it's a good one isn't it

Interviewer: yea

Interviewee: yea I think so, I've heard that before or I've seen it or something so I have heard of that but I haven't seen the advert

Interviewer: it's part of a bigger campaign so you might have at some point engaged with some Saucony advertising, that was part of the Find your strong

campaign. It was interesting that you picked up on that because with the first one Asics again it was quite a simple one Better your Best but you didn't pick up on that tag line

Interviewee: no I didn't did I

Interviewer: which there is no right or wrong answer

Interviewee: there were more people in it, I don't like it when there's just one person and they were doing different stuff and working hard, I felt uplifted, I do watching them run up that hill like that

Interviewer: is that to do with the scenery?

Interviewee: I suppose it's a part of it, I mean look at the weather, it's not like they are running in the rain like that girl was before, you'd want to be there

Interviewer: that's actually one of the things that, I'm not anywhere near as serious a runner as you are, but I think some of those scenes are really appealing the way they are shot

Interviewee: yea it makes you think I want to be like that, except for the man with this top off I didn't like that, I'm not keen on men running with their tops off

Interviewer: I'm not sure if that adds to the advert. The flip side to that is that people might argue that those scenes aren't realistic when compared to the experiences you might have a runner certainly in this country

Interviewee: yea but I've seen some of the best bits of this country running, it can be as amazing as everywhere else when you're out

Interviewer: so you can actually have moments that are like that

Interviewee: yea exactly not in Dagenham where I live but in somewhere like Beachy Head, so partly why I do events is to go away and see the country you know see different bits of it and run in places that are just fantastic to run in

Interviewer: so that's a big motivator for you

Interviewee: yea, to go places

Interviewer: that's interesting. Where is most of your training done? Is it in urban areas?

Interviewee: yea it is, although I discovered the Regents Canal over there and I run up and down that a bit now, you can get to Mile End that way and home, so I do seek out better, nicer running places, but loads of it is done in parks, Barking and Dagenham has loads of parks, I mean you use what you've got

Interviewer: the person that I interviewed last, he said he was very much motivated by kind of just getting out of the city environment and experiencing a change in scenery and he thought that in general there is kind of a relationship between people that do Ultra type distances and where they run that is gravitates more towards rural settings

Interviewee: you know I've done Ultras for ages, and part of why I did the North Downs way, I did a 50 down there because it was the North Downs Way, it was really hard actually, I haven't got that where I live or anything and the training for it was done on a one mile loop on a place called The Chase in Dagenham, 32 times I've been round that one once, it's good mental training, if you can do that you can do the race

Interviewer: yea, you've got constantly changing scenery

Interviewee: yea and aid stations and stuff like that. Getting out…I don't like training near my house but needs must and then you get the reward when you run in the races of running somewhere nice, there are loads of places in Essex, we race not long distances and that but like races out in Chelmsford and Colchester out there they're all quite nice out in the countryside, I did Halstead m marathon the other week which was lovely, all farmland and country, but that if I'm looking at that one I know they're in America or wherever they are doing that and it's got to look, I mean they wouldn't do it in the park where I live that advert would they

Interviewer: well it depends on the objective of the advert

Interviewee: yea I do feel better for watching it, I didn't think I'd say that about any of them, that because I went out in the rain earlier and needed cheering up

Interviewer: so just thinking back to what you said earlier about why you do races, would you say that's your main motivator or is more about other elements of your running why you actually enter marathons and different events and races?

Interviewee: I suppose despite everything I say I really like to be part of something and you are on race day, you are part of that, you know all those people getting through it or whatever yea because it's not, loads of races I do are not, I do loads of lap things, I'm doing a lap marathon tomorrow which is 17 laps of a cycle park which is nice to look at but it's not amazing so it's not, that's in Gravesend in Kent so that's hardly glamorous or anything like that so that's not going for the countryside, I'm doing that because the people putting it on are fantastic and I know loads of people running it so I'll be able to say hello to them over 2.5k, it's a real feel good event, but to feel a part of something to see your name on the results at the end, I like that.

Interviewer: it sounds like you do quite a lot of races, marathons?

Interviewee: yea do you know what normally I don't but this will be 4 for this year, mainly I do shorter distances, I used to do loads and loads of marathons, I think this is 75 tomorrow

Interviewer: marathons?

Interviewee: yea or longer, I do lots of events because I do triathlon stuff as well, so every weekend I generally have one or two events, I just like taking part in stuff it gives me a buzz

Interviewer: and you said you haven't done an ultra for a while, is there any particular reason for that? Injuries or just no time?

Interviewee: I got anaemic a few years ago and it kind of put me off as I'm sure that's part of it running, because you can lose iron via sweat and foot strike analysis and I decided that my poor old body needed a bit of a rest because I felt so rotten I didn't want to go back down that route again, so that's why I've been much more cautious the last few years much shorter stuff, but I did do one with Andy actually a couple of days before Christmas, he wanted to do his first ultra so I said I'd go with him to stop him being an idiot and haring off so I ran 32.5miles for him and then he ran on to do 40, I left him at that point and said you can carry on now, you'll be alright now

Interviewer: that's interesting so that sounds like it was about this,

Interviewee: I mean yea, I ran Manchester a few weeks ago with someone who was injured. I had a place didn't train properly but one of my friends knew she was going to have to walk/run and since I had the place I decided to go and do it with her, 5.5 hours it took us and I didn't know a marathon could take that long but I had a great time.

Interviewer: what would be a good time for you normally?

Interviewee: sub 4 normally, 3.5 is my goal at the minute, but sub 4 I am normally. 5.5 was a bit different but it was good I really enjoyed it doing it for someone else, in fact the race I'm doing tomorrow my whole aim for the race was to get a good for age so that I could run London this year with my friend who had a charity place and so I ran a PB and got the 'good for age' and a few weeks before London this year he pulled out and so now I'm doing this race tomorrow and I'm wondering how I'll do as I'm doing it for not really any goal which is dangerous because it's easier then especially on laps to think 'I might as well drop out' but I'm not going to I'm determined I'm not going to I'll finish it

Interviewer: you said you want to see you name on the results

Interviewee: yea, I won a prize there last year so I really don't want to not finish that would be embarrassing, only because when you get old and you're a woman you can easily win prizes. It's still very much biased the marathon side to men, if you look at London the amount of men in it compared to women is quite different which surprises me actually but it is, and if you go to an Ultra race well it's even worse there is never a queue for the ladies toilet at an ultra race, the men's there is so yea was that enough about that one?

Interviewer: it's all great to hear those thoughts, just a couple more specific questions, we're kind of drifting off talking about your experiences

Interviewee: oh yea sorry

Interviewer: don't apologise it's part of what I want to know, but just a few more specifics on that advert, so believability? Did you find it quite believable?

Interviewee: yea because they weren't doing…they were doing sports I find that believable

Interviewer: bodies of the runners in that advert?

Interviewee: you know what the bloke with this top off didn't have a 6 pack that was quite believable, no one looked unbelievable, they all looked fine. I might have liked him a bit more had he had

Interviewer: and do you think that advert was focused on any particular target audience?

Interviewee: it's a bit more difficult with that one, erm no maybe people who are serious about their sport I think maybe because all the people as I said, they all looked like they were and it was showing people with track shoes on which normal recreational runners wouldn't look at that

Interviewer: ok there is a degree of commitment isn't there to having the spikes going to the track, rather than just getting out of bed and going for a run in the morning

Interviewee: and most people, well a lot of people wouldn't know what they were so aimed at people who are serious about their sport

Interviewer: and you said that that made you feel uplifted which is great, any other particular emotions you think were attached to that advert or that it made you feel?

Interviewee: erm it made me feel pleased that I can do some of that sort of stuff, it did, I don't know what you call that as an emotion, smug?

Interviewer: a sense of satisfaction?

Interviewee: yea I guess so

Interviewer: it almost sounds like with this advert you've some experiences you know you can rate to them because you almost know that you could go out and have those experiences or you've had those similar experiences

Interviewee: maybe it's easier to relate because I'm going down the shop in a minute to buy all the Saucony stuff...no I'm not I've got too much kit

Interviewer: right lets move on to the next one

Interviewee: it's going to be Adidas isn't it?

Interviewer: no it isn't actually, I'll tell you why at the end, there was a particular remit to the study so I'll tell you the ones that I chose for this study, well you can already see who this one is by

Interviewee: I've never seen an advert by these people

<Mizuno Advert plays>

Interviewer: so you said you haven't seen that?

Interviewee: Self, they were all on their own weren't they

Interviewer: it definitely doesn't have any of that group dynamic that the Saucony one had

Interviewee: and they did look quite serious I suppose but it was obvious that they were all out for a run, not training for a race but just going out for a run, I don't mean playful though because that makes it sound ridiculous, you know what I mean though it didn't make me think of a serious training as the other, as the other two actually, they were just like running because it was a nice day

Interviewer: so the way to maybe think about it is whether you think the people in that advert looked like maybe they were running because they had a specific goal in mind or was it

Interviewee: I think they were running because they enjoyed it

Interviewer: yea so that would tie in more to that

Interviewee: and they had a nice place to run in too, I love running next to the sea

Interviewer: so you found the scenes in that advert appealing?

Interviewee: it was nice to look at, they looked, I know the drill now, they looked like real people they did, actually in all of the adverts they did I think, none of them looked like too buff or you know what I mean, they just looked normally

Interviewer: yea they do come across as believable runners or whether they look like models

Interviewee: one of them had a bit of a flick on his foot there so that's real, he wasn't running with like really, really good form that you just don't get normally, I

know what I mean, I have bad form so I know, so yea what else? They haven't got any of these in any of them, not so many of them I think I'm missing things out, they're just going out for a run they're not conforming or..

Interviewer: I mean those two are possibly the two states that are the least obvious when it comes to this exercise

Interviewee: I can't get it out of them

Interviewer: I guess one way you can think about it, is whether what is presented in these adverts whether perhaps it conforms to expectations around running or whether it challenges them in any way

Interviewee: well it does because it shows you all these nice places for the people to run in, I mean I'm saying it's realistic in one way that they look like real runners but if they came and videoed me running down like Barking High Rd that would be real, dodging horrible people

Interviewer: well yea one of the things Andy said to me was as great as some of these adverts looked that he found it difficult to engage with them because it wasn't realistic to his experiences which he said often involves dodging dog shit and that sort of thing

Interviewee: well people chucking things at you out of car windows in Dagenham that's not nice, but I mean some of it can like where she was running along the beach took me back to Lanzarote last year running up and down that beach I ran at there so

Interviewer: was that an event?

Interviewee: no I was training for this race that I've got to tomorrow last year and I spent a week out there just running but there was Iron Man at the end of it and I watched that so yea that reminded me of that, I have done it it is real it can be real if you go on holiday and do it

Interviewer: it's interesting what you said about what it would be like if you were filmed running in Dagenham, if there was an advert that was more like that do you think you'd be likely to find that more motivational that this sort of thing?

Interviewee: well you see it depends doesn't it because we like to see things that look nice it's all very well saying that would be much more real but like it's horrible in Dagenham and Barking and that looks lovely, you do watch it and you think I want to get my trainers on and go out, it's not going to be quite like that but at least I'll get the endorphins they're the same wherever you are. I mean I don't know why the first one didn't engage me at all very much but I mean the second two probably because of the scenery and stuff didn't maybe its because the first one running in the rain down the street is much more what I normally do so you know I don't need that

Interviewer: yea the first one does definitely have much more clearer urban residential setting

Interviewee: yea whereas the idea that I might be running up the hills and down the beach is much more what I want and sometimes I get it too so perhaps that's why I like those two more

Interviewer: that makes perfect sense. Was there any particular emotions that you capture from that last one?

Interviewee: I mean it's fine it didn't ....well when you say emotions yea it made me think about my holiday but it wasn't like the one before I didn't like it as much as the one before so you know it made me feel ok

Interviewer: so we talked about the bodies, believability, do you see any target audience attached to that advert?

Interviewee: yea I think it's just anybody it's just like, it didn't make me think of target in serious people or non serious people it just like anyone who wants to go for a run, you know it didn't have a, I didn't have a strong feeling that it was a target

Interviewer: as much as the first two

Interviewee: yea it just looked like, running's nice come and buy some of our shoes

Interviewer: that's a reasonable summary. Any other thoughts on that one?

Interviewee: not really

Interviewer: so you already started doing it really, the next bit is just comparing the three videos so did you have a favourite? Think you've answered that

Interviewee: number 2, yea

Interviewer: what would be the main reason you'd give for that now you've seen all three?

Interviewee: I think they all looked serious about what they were doing and I liked the tag line, I really like it, it was strong, it just makes you feel so yea you know aspirational I suppose

Interviewer: and just comparing the Mizuno one to the Saucony one because they both seemed to have a similar effect in terms of the scenery and the way that engaged you, would you say there was any difference in terms of the scenery or were they similar in the ways that that was pleasant for you to engage with?

Interviewee: well similar I guess, I mean they were both, I liked the hill

Interviewer: you mentioned the hills in the Saucony one but you mentioned the beach/seaside running in the Mizuno one

Interviewee: I mean similar, the scenery grabbed me similarly in both

Interviewer: but it seemed like it was the more Serious undertone

Interviewee: stop saying I love running up the hill!

Interviewer: so which of those videos would you say related most closely to your experiences of running?

Interviewee: probably the first one, well it probably is though isn't it, because as you say it's the most urban, this is where I do most of my running while I'd like it to be the other two it's not

Interviewer: would you say your running is, if we're thinking about these states here, that your running is generally more Serious or can it be about just the enjoyment as well? Do you have a specific purpose? Because some people I've spoken to have said some of their runs are about being serious and about time and others are about enjoying it as well and getting the miles under their belt

Interviewee: once I've done tomorrow it's all about speed, they're not enjoyable sessions, well I actually do quite enjoy having a goal, something to go for, that's serious but then I do a lot of, I do obstacle races and stuff like that

Interviewer: things like ToughMudder?

Interviewee: yea Spartan races and yea ToughGuy and stuff like that and that's fun they still hurt but in a different way and I do it with people and if you've got a buddy they can help you so I have both

Interviewer: yea that's great

Interviewee: at various times marathons I've run for them for a time and I've run them for a laugh

Interviewer: the way this framework works it doesn't say you're doing something and you're either one or the other it does say you can be constantly switching between these opposing states so it does seem like it's something that can happen quite a lot... <recording ends> I am nearly finished. So just thinking back to your own experiences could you say there were any of these 8 states that are more prominent than others or do you think it is quite a mixture?

Interviewee: I've been running so long now, well 10 years I guess that's a long time, that everytime I run...

Interviewer: it can relate to all these things?

Interviewee: yea..and the older you get the more you learn to get what you want out of things so sometimes I will be serious about it and other times it's just to keep fit and have a laugh, doing something you enjoy to keep fit because we all need to don't we and sometimes as I say for other people as well as for myself, and then every now and again I want to be better at it all the time I want to be better at it but it's hard work

Interviewer: sometimes you've just got to enjoy it

Interviewee: yea I mean sometimes I say to Russ don't give me any training this week because I won't do it, I just need to go and do what I want to do when I want to do it, he's good, I pay him, so...

Interviewer: so going back to a remark you made perhaps you made it a bit flippantly but do you think watching any of those three adverts will or could increase your likelihood of purchasing running shoes or products related to the brand?

Interviewee: not really

Interviewer: it sounds like from what you said at the start and advertising..

Interviewee: I know what I want and I'm very much one of these people who gets new stuff, I like new stuff and like if I see or read about something somewhere a magazine or on a website I don't buy magazines I think I'm going to try that out

and I go and try it out, but it's normally by readying not advertising but reviews and stuff, in new kit or someone on Twitter, it is advertising I guess all of it's advertising but like yea and I think I'm going to go and try that and I go and try it and if I like it...I went to the Expo at the London Marathon and tried Hockers, have you heard of these, they look like clown feet they are massive, ultra runners swear by them, if you're an ultra runner you know what they are, you can't buy them in a shop you can only get them online, so we went to the London Marathon and they

had a stall there and I tried them on and I'm really pleased as they felt really horrible on my foot and I couldn't hide that either as the guy was giving everyone free stuff when they were trying them but he didn't give me any because I went that's horrible I don't like that, it's not good advertising for them is it, but I'd seen it and I'd seen what people had said and I thought well I'd quite like to try it so that's that

Interviewer: just going back to what you said earlier about is the next one going to be Adidas, are you a fan of the boosts?

Interviewee: I've got all of them, I love them, I run marathon in Adidas Zero run,

Interviewer: when the PhD was set up we sat down with Asics and discussed the direction they were going with it and one of the things they said that obviously Nike and Adidas are probably the two biggest sports companies in general and I was thinking about doing some analysis of perhaps their adverts but they said that they didn't in a way see them as their competitors as they saw them as kind of having almost their own battle and they saw themselves as maybe a slightly different brand probably because they are more performance related where as Nike and Adidas have a whole other side to them so that's why they weren't included in this study but I was really interested to look at their adverts. Any way I think I've probably taken enough of your time….

Appendix VI:

Table of Emergent Themes in Experiential Phase of Study 3 Interviews

Theme	Evidence	ID	Comments
1. **Psycho-diversity**	When you're motivated towards being better than other people so when you're I guess what you'd call ego orientation you're a mass of contradiction because you can only really relate your performance to what others are doing and what others are expecting of you	AP	Danger of excessive telic-mastery
	I was having a really great enjoyable run and she was just twisting herself up in knots	AP	
	I'll do a Park Run which I'll try and blast and I'll do a long run Sunday which I'll try to do consistently and I'll do a track thing on a Tuesday which is about hard repeats so they're the three sessions where I know, I know what I've got to do and I go and do it, and it's a functional very goal orientated, very serious just getting back to the motivational state. But the other two runs that I do I am, I try to be more in the moment, I try to be more appreciating the experience of running and as a consequence the times that I achieve or the distances that I cover are also something that's important but I want to try to enjoy	AP	Balance between telic and paratelic dominance when running – purposely sought out
	But remember why you run as well as to achieve goals you run because you want to feel good because of the endorphins and the enjoyment	AP	A goal-directed activity but one that is built on a (paratelic) foundation of enjoyment
	I know what each run will achieve but I'm very happy to switch, very happy to have where I've planned to do so to go and have an enjoyable or a run where it changes where I go off pat and do something longer/shorter whatever, but it's still part of a structured plan	AP	Open to possibility of experiencing reversals – Main potential cause being (environmental) contingency
	So I think the community that I run in, in that context has adapted me as well as the people that I run with		
	Sometimes I use it just to clear my head so I've got certain areas I will run to, to be more relaxed and I'll go to another area to be more focussed	DK	'Running community' as contingency factor

	Yea definitely I would say that probably it depends on my stages for example so like my stage at the moment this advert would relate a lot more to me at the moment it's the sort of stage I'm on. Obviously coming out from the recovery stage nice and relaxed and stuff so I've done the first half this year so my season is starting to go up now so I need to increase my training, speed needs to come back, fitness needs to come back, I need to keep motivated I've got to get my training programme back into place where as before yea I do a couple of runs this week it's fine, it's cool more relaxed approach	DK	Further example of participant runners' ability to control & vary metamotivational state
	When I first used to do it was quite serious so I used to do right I finished first when I run know I'm fast and then it got quite serious so then it got to a point where I was training 6.5 days a week twice a day so I was continuously training so I was training very hard, and then when I got injured obviously not doing the training and stuff my mind-set changed a lot so I was like 'why do I run?' and I love running because it makes me feel good	DK	Does the range of experiences and volume of running needed to be an ultra runner contribute to their ability to appreciate the need for psycho-diversity in their running experiences?
	Yea it will be more serious, but I still have that feeling in the back of my head why am I doing it, it's because I love running,	DK	
	Definitely in terms of how I plan my training and when I'm racing, not necessarily sort of every run I'm thinking am I doing this a bit quicker, but it is very goal orientated generally, I then find myself enjoying it along the way, so it's that more than the other way around	SB	Importance of paratelic foundation
	Yea, you need to have a goal to go off and do a 35mile training run, you're not just going to go and do that because, for the sake of it, I would only do that in training for a 50miler or a 100 miler but I really enjoy going out for 35 mile runs, it's a completely enjoyable day out, you know take a picnic and that is purely for enjoyment	SB	Example of reversal experienced whilst running
	I guess each run has got a goal, saying right if it's Thursday night and I'm doing a tempo run it's absolutely got to be a hard tempo run or if it's a recovery run or you know without a specific goal my goal is to go out and enjoy it and not look at my watch or not worry about it	SB	Synthesis of telic & paratelic states; again stressing importance of underlying paratelic state
			Pre-meditated approach to each run being either telic or paratelic based

	too much, it's a conscious decision beforehand in a sense what it will be and sometimes gritting your teeth on the last rep of in a hard interval session is actually quite enjoyable in a round about way, but definitely longer runs it's very much just go out and enjoy it and yes there is a goal of doing a certain distance or possible a time goal but the main thing is not particularly think about that too much because otherwise you'll be wound up thinking I've got to go for 4 hours how long have I done? I deliberately take myself off to somewhere different or down to the South Downs or out in the forest or something for those sort of runs	SB	
	It's very hard to do a long run and be thinking about time and otherwise you end up beating yourself up the whole way round, so it's something I'm having to consciously not worry about otherwise it is just really hard work, because you're spending the whole time thinking am I going to get wherever by this time, I have to be really conscious to just make sure I'm not thinking about that, that's really bit, really quite important thing really	MB	Importance of paratelic state during long runs
	Both, I love it, I enjoy it but it's also a goal. Actually the first is more important for me playful, enjoying it, I always do hobbies always normally associated with enjoying and having fun and the second one is when you come serious about it	ML	Like previous participants – emphasizing importance of paratelic state
	Like I said it you were to liken it to any sports it fits more into surfing where it's about the journey and the experience rather than any sort of sense of just trying to fly across the finish line with the best time or the most skill because the reality is that there are so many other variables that can have an impact and also if you're running for say 21 hours and you're only focussed on the finish line you're really missing the point of what you're doing ,you just want to enjoy and appreciate what is happening around you	ML	Importance of paratelic state in UR: telic-mastery dominance not seen as desirable.
	But for me there is an element of both of these things because I want to get the best out of my own performance but at the same time I would never go into a run just focussed on being serious there has to be an element of playfulness to it because you know you've got to look around you chat to people, enjoy part of the point of running through a desert or	ML	Reference to Telic & paratelic, alloic & autic…

running around mountains is the fact you are doing that, the fact that that is fun in itself		Articulation of pleasure to be gained from non-mastery orientated running: importance of alloic & paratelic states
So for example I went for a run with my wife last night and the function of that was really you know there was no performance gain from it for me, actually what I liked about it was we spent most of the time trotting around talking and you know we had a little explore of our neighbourhood and a bit of a nosey like that	ML	
Part of the reason why I joined Harriers was because I was looking for something a bit more sociable because I went for so long just training for ultra running pretty much on my own that I just wanted a different experience so I kind of get both out of this really I sort of use running for quiet time, reflection, I try to better myself with my form but also I like it for the social side of it as well so I've got friends who have come running and I like to go running with other people like to sort of yea the sort of community side that comes with it	ML	Unclear whether alloic state is being refereed to but clear desire for variety of social environment in running experiences
I mean in terms of the track stuff I'm doing with the Harriers at the moment again you know the performances are all here but in terms of being part of the team and working you know sort of working training with other people I like that side of it as well.	An	Clear imperative that self-mastery not the sole purpose of running experiences
Quite single-minded which is quite interesting which in a way is what ultra running is about it's about being single-minded it's about knowing this is where the end is and this is where I've got to get to and not being distracted by stuff that goes on around you	An	Telic state still important to completion of Ultra Marathons
It's a combination. I enjoy it and I have fun and you know whether it's skipping down a nice mossy path in the woods or whether it's you know struggling through the mud or up steps I enjoy that but I want to do as well as I can whilst I'm doing it, so I take it seriously and I prepare and I read the route instructions and I know as well as I can where I am going because it be dangerous it's not something you should take on lightly so I always carry the mandatory kit, I always have exactly what I need to keep myself safe but I go out to enjoy myself and have fun and to be with other people that enjoy doing the same thing.	An	Importance of utilising both telic and paratelic states in order to maximise UR experiences

	To a certain extent running is a solo thing I enjoy running by myself I'm happy running by myself but at the same time it's nice to have other people around me it's nice to be part of a team it's great training with other people so there is a real kind of, it's not even a conflict so there's an overlap between the two where by both are great.	An	Key part of psycho-diversity: running alone and with others – Does not necessarily mean being in alloic state however.
	I think mastery for me is quite important in that for me when I think about there is something, about technical ability, so for me it's really important to be technically as good as I can	An	Mastery state still important even though sympathy state is experienced more often than in mainstream running
	There's something about ultra running where you overtake somebody and how you doing, are you ok, how are you getting on, you see someone taking a wrong turn and you'll shout them and try to call them back so there is that kind of caring element to it absolutely and again there is attention and you know I'd like to think if it was the, if it was a woman of 50 who was ahead of me going the wrong way I would call her back even if it meant she finished ahead of me, I like to think I would fortunately I've never been in that position but yea they are equally important and I do take it seriously I train seriously, I choose my kit seriously, but I do it to enjoy it and so you know you've got both of those aspects there	An	Articulating range of RT states underpinning UR experiences – In particular Telic & Paratelic, Mastery & Sympathy.
	So you're beating your time and that focus and that's not I don't think that's all that running is I think that there's definitely room for the playful and the fun and the enjoyment	Na	
	So there is definitely an element of enjoyment I definitely do enjoy it in itself but what it quite is I'm not too sure because obviously elements of running are horrific and horrendously painful, you get all the really bad stuff as well but I guess it's pushing through that	Na	Importance of balance between telic & paratelic states in running experiences

Articulation of mixture of paratelic & telic experiences |
| | Yea definitely a range of those states when I'm racing and I would say I am pretty serious about what I'm trying to achieve I am focussed I do become quite competitive if I'm further up the field if I can see a placing is likely and I'm always very when I race and generally very conscious of my time and what my goals are…sometimes I can go out and just love being out on the trail | Na | Articulation of psycho-diversity

In particular in relation to telic & |

	and it can just be fun, it's just the playful thing I can run and I will stop 20 times I'm taking pictures I'm just out, I sit down and i look at it half way through my run, I'm jumping through streams and clambering up banks and whatever else and it's just you go out and you enjoy yourself		paratelic states
	It's really hard but they people chose to do that because it's only, it's not only the scenery they just me to, just to challenge yourself that's I think for me is what ultra is all about	Em	Articulation of paratelic & mastery states
2. **Runners' Bodies & Appearance**	But you know the overwhelming feeling for me was all these beautiful toned and tanned people all you know very politely sweating through a hard session	AP	Links to theme of believability in ads.
	That kind of, that aspect of it does kind of leave me quite disengaged…I don't consider myself a particularly beautiful runner, to me it's more of a functional relationship. If I put my shoes on, I run and then if I look like a complete wreck I don't care because I'm out to do my thing	AP	Are the bodies of runners and the way they are presented an authentic representation of running? (Saucony)
	Whereas I got the sense the guys in the Mizuno one were the kind of runners that I would probably run past, you know when I'm training or when I'm in a race, so I think I identified with the people, the bodies, the humans wearing the Mizuno perhaps a little bit more than I did with the dudes in the first advert	AP	Illustrates positive effect of more authentic running bodies (Mizuno)
	I yes I quite like the advert actually to be honest….think it's a bit more realistic as well especially if you've got these athletes there not like world famous athletes they looked more like your average Joe runners who are occasionally going out for a run,	DK	Further endorsement of 'believable' running bodies (Mizuno)
	when I've seen adverts before they did feel put off by rippling muscles or a six pack because if you're a bit overweight it can go either of two ways it can motivate you to get a body like that or it can be like you know fit people can only wear these clothes I can't wear this stuff	DK	Insights into possible effect of idealised running bodies
	So those ones had a mixture they had the team which was from well they looked like different body types they looked like sort of American football guys or rugby so they were quite big stocky guys, you had the females which	DK	Value of variation in body types presented (Saucony)

	yet again were quite slim and tender. The guy that you expect to be as I said the wilderness man with nature…		
	The guy with his top off he wasn't ripped with muscles he was quite toned sort of slimed down	DK	Contrasting perception compared to AP critique
	They look more like models than runners in a way, again it's more something people would want to aspire to or attain, it's all very clean and tidy, even with your bare chested trail running guy he's not really sweating, it was all kind clean and neat tidy they're not out of breath, or flustered or dirty or very nice physiques and things, it doesn't look like a group of everyday runners, it's quite magaziney airbrushed feel to it	SB	Critical of authenticity of representation of runners (Saucony)
	She's not particularly sweaty or messy she's still quite manicured and neat looking certainly not how I'd look at the end of a run	SB	Appearance of effort/exertion in runners also part of inauthentic appearance
	Yea I think so, it is more approachable more everyday runners doing everyday running, I said obviously trying to make a bit more out of what that experience would be.	SB	Appearance of runners more 'everyday' (Mizuno)
	She looked like a hobby athlete, not endurance runner not a short distance runner more like a hobby runner, very fit hobby runner.	MB	
	I think what the runners themselves are fine in terms of body shape the look of them how they are running	ML	Alluding to 'everyday' appearance of bodies (Mizuno)
	She just looks more normal more like a, I suppose she's attractive but she just looks like a bog standard runner she looks quite plain so her as an individual runner is actually quite interesting in yes she's not made up, she's not glossed over at all, yea you're right I kind of, you look at some of the scenes opening scene where you know she's tying her shoe laces and she's kind of that scene is quite believable the idea of that and the kind of the being up and about early in the morning to try and get one of these runs done I know that feeling so yea there was, I know what they mean about that it didn't have a gloss on it, it definitely didn't have a gloss on it, but that's not to say that it's not incredibly stylised it still felt like it fitted in with a stylised advert it just took a different stylised approach it took more of I	ML	Further endorsement of normative running bodies in Mizuno ad

Perception of believability in ASICS ad but still critical of dark tone of ad |

	suppose that darker side	An	
	She looked like a runner, which is always quite nice, a lot of the static stuff you see…	An	
	Not particularly because it was kind of a nice looking girl, nice athletic girl, it was just a kind of could have been anybody you know the fact that it was a woman not a bloke didn't make that much difference because either way it was a bit more Barbie or Ken		Appreciative of believability conveyed by runners in ad
		An	Articulation of female runner used in ad (ASICS) still excluding some of ad's potential audience & lacking degree of authenticity
	We need to see people that are not perfect because actually runners often aren't.		
	This can girl campaign…that's much realer in that they have fat ladies, older ladies just enjoying taking part but I think I like that just because it is more it mirrors real life, rather than perfect people doing lovely things together	An	Importance of reflecting an authentic experience through choice of runners used in ad
	But you know two women, there was much less emphasis on how they looked which was quite nice they were just running up the mountain, I really liked that, yea that was much more the kind of thing that you would see	An	Preference of bodies that reflect 'reality' rather than aspirational bodies used in many ads
	Yea absolutely, very realistic I think… much more that someone is just filming somebody as opposed to it being a setup shoot, it feels much more real	Na	Liked the fact that running took centre stage with representation of bodies secondary
	Yea really strong, pretty high, I could see all those people really being those athletes	Na	
			Sense that filming of ASICS runner more authentic Endorsement of believability of runners in Saucony ad
	Yea I do because she's not grinning like a lunatic and leaping around like it's really easy, she looks like she's working, so Realistic then.	AH	ASICS ad seen as providing authentic portrayal of runner working hard, not necessarily enjoying it.
	Do you think she looks like a runner particularly? Was it believable in that sense?	AH	Body of main runner in ASICS ad not thought to be over-

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	Interviewee: yea I think so, she didn't look particularly too thin or anything like that, I thought she looked normal		idealised image
3. **Believability** (Environment)	it's just about being natural and seeing people that are believable as runners and it feeling quite real I think is really quite important as opposed to it being very stylised and an obvious shoot makes it much easier to connect to it to believe what you're seeing	Na	Power of authentic representations of running to connect with audience
	So much is in the mud in the woods in the middle of nowhere that that is never reflected really it's not all accessible by path and just you know seeing people running through the mud and getting filthy dirty and that kind of element of it in a real way	Na	Desire for ads to better reflect authentic 'gritty' reality of running
	So its that mix much more realistic mix of how people run that it's not all the beautiful sunset or whatever it's you know there's rain, puddles, all that sort of stuff it feels more realistic. I can connect with it	Na	Less clichéd & glamorised representation of running seen to aid believability
	Yea and also it being so quiet, that's not a believable scene anywhere, no other people, no traffic, no busyness, so it felt very much like it was set up as a shoot, so not believable in that way at all, just a nice arty image of what running could be in an unpopulated urban environment where nobody else lived	Na	Observation that lack of believability also stems from under-population of scenes
	It's very much like we've gone to find these amazing shots and oh look there's the sunset and lets go and do that as opposed to following a real runner doing something true	Na	
	It feels too obvious it's come and live this amazing life but it feels…	Na	Clear perception that reality of running not reflected
	Yea absolutely more believable, a nice range of backgrounds… there was a nice mix of track and trail and outside stuff, nice mix of kind of genders. It seemed age wise a bit broader which is nice as well but overall yea much more believable	An	Inauthentic portrayal of running – unable to connect with viewer
	And the ending by the beach bit cheesy	An	Diversity of ad perceived to enhance believability
	I mean you do think well it would be nice		

	to have that kind of weather and be near the beach but at the same time it's not my life	An
			Common critique
	You think well of course it would be great to run there sun shining sky blue, how could it not be easy when it's all lovely like that	An	Prevents audience relating to ad?
	I think there was a nice mix between urban, country, summer, winter which work quite well certainly for UK, US markets where you do have those seasonal changes and the kind of understanding that people will be out running early morning, late night, during the day so that was quite nice having that mix of backdrops to the action	DK	Implying a lack of reference to reality of running experiences
	I think the believability in some of the adverts do play a part in how you perceive them	AP	Positive endorsement of environments in ASICS ad
	On the last one you know the kind of tanned bodies and the luscious, exotic compared to where I train, the lush and exotic scenery there is so little of that conformity in that for me because for most of us you know, we don't train in these heady states, we make the best of the environment we have which sometimes involves broken glass and dog shit and dogs barking at you and frost and hail and all the stuff that comes your way so when you're being sold these dreams and images in the advert I guess part of it is rebelling	AP	Crystalized identification of this theme

Link to RT framework |
	I had very little to identify with in the advert so what Saucony were expecting or asking me to conform to with their image of running, I wouldn't at all, so I think in terms of my conformity to what Saucony were projecting, I would rebel fairly strongly against that.	AP	– Engendered a reactive negativism (Saucony)
	The visual images that Mizuno used were talking to me because it was a you know, urban landscapes and running on pavements next to railway lines and you know the kind of more bread and butter training that I'm more likely to do, so I'm thinking ok these runners are probably doing stuff that I do	AP	
	So I found myself trying to identify with every scene they put my way, which I think is really interesting, it's really interesting way to capture my attention… I think it's almost like you're an average runner and this is what average runners do which is great	AP	More positive

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(Runners' Actions & Running Style)	It's kind of gives you a neighbourhood, not actually mine but you're running past streets and residential areas and over short hills and little bits like that, it's kind of where you can train.	AP	perception of environment in ad (Mizuno)
	you know running is not always going to be sunshiny so this is what we like especially when you're in the UK it's always going to be rainy and miserable you're not always going to have lovely sunshine you get used to it…. So yea this one I would say is much more believable especially even though it's not filmed in the UK you can relate to it a lot more, it's that sort of training we have, we have those lovely puddles we have that lovely horrible rain, we have the nice open fields the roads so you know it might not have been filmed in the UK but we can relate to it a lot more especially the different terrains	DK	Strategy for better engaging consumers? Further reference to higher levels of engagement with urban, 'everyday' environment (ASICS)
	Running is a tough sport there are different terrains it's not going to be a glamorous sport, you're going to get sweaty you're going to get hot	DK	Importance of being able to relate to reality presented in ad (ASICS)
	I've already said the second one is much more believable because of the street you've got the different terrains. Obviously where I run its glass, burnt out cars, buses…	DK	
	It does play a big part, if they filmed it in the UK and filmed it round the areas like Stratford you can straightaway relate to it, it's what we're used to we get on with it, facilities are broken you deal with it, it's like nature.	DK	Perception of reality of running
	The actual scenes they've got there are quite stereotypical in some ways….they are certainly sort of an ideology particularly with American trail running, maybe it's slightly more road biased, skipping along down the trails and being free, discovering yourself through that, I think it's just I like going on a long run there are probably bit so f that that might come into it at some point, but maybe it's a little bit over the top	SB	Importance of environment in conveying believability Potential impact of local, urban environments
	Yea I definitely think it's very idealistic and certain scenes you're just used to seeing in a lot of adverts and blogs	SB	Reference to a particular American ideology of running (Saucony)
	Yea more from Ultra running sites and blogs and that kind of thing, as it's something that people are trying to		

	convey or attain so I just quite like going for a run and enjoy going a very long way. At some points you push on through and you're having a really hard run, sometimes you discover something and other times you just stop and give up which is also fine. I don't think I'd relate it to my everyday runs particularly.	ML	
	I mean underlying authenticity but idealised in how they present it, so I mean you know you can for example the ultra runner running along an empty road is a common sight but then the way the advert is structured in terms of the imagery is clearly a kind of halcyon idealised version of that and that is the same throughout all of those but then I wasn't expecting anything else in marketing… so I think there is an inherent believability to it but yea its definitely an idealised sort of best case I would say	ML	Conveying 'reality' of participant's running experiences

Theorisation of Idealised authenticity |
| | Some of the scenes are pushing the boundaries of cliché you know there's running down a pier, running to sort of a beachside it's a bit almost feels like they're ten years off the pace in a way, its just kind of, the urban scenes are far more realistic in terms but again entirely empty you'd never run anywhere where they are just completely empty | SB | |
| | A lot of it is quite boring and not glamorous advert bits it's just nice to go for a run

It's much more sort of, honest hard work, it's more drawn out it's not that kind of quick sprint and catch them | SB | Clichéd scenes but other scenes also lacking foundation of believability |
	They did look a lot more like runners, I mean in terms of the actual speed it was at, it wasn't all slow-mo, they had quite a few different running styles it obviously wasn't all completely manicured to set up a certain way	MB	Over-dramatization of running/pacing also part of believability theme (ASICS)
	Yes, for example a missing watch, people always would like to know after 5 hours how many miles they have done, or missing bottle of water.	ML	Further perception concerning lack of authenticity
	The guy running up the stairs is almost entirely unrealistic because you never really run up and down the stairs	An	

	So she did at least look like she was running, but then in some ways almost too well. (Interviewer) in terms of form? Speed, it was all super speedy		Watch = important part of performance discourse
	Yea I believed they were runners, they looked as you'd expect runners to look which again is a bit of a misnomer because me as much as anyone knows that any shape and size you can still be a runner, but yea absolutely there is a perceived image of a runner	An	Contrast to previous interpretations of 'stairs' scenes Over-dramatization of running: Not selling to sprinting market Runners in Mizuno ad believable
4. **Experiences of Running with others**	A lot of the running I did after my first marathon was fairly social. It wasn't always about me running hard and running fast, it was probably more about running socially or being with friends who ran and trying to learn the ropes almost	AP	Goes against overarching narrative of the individual in all three ads – Representation of running as individualized act
	For many months and some years, I didn't improve as a runner because I kind of, was trying to do it for enjoyment because it was a social thing and that didn't work for me	AP	Negative connotations of running 'socially'
5. **Role of conformist state in relation to running**	I'm a very conformist runner, I conform to training plans, I conform to the times and the places where I need to train. To an extent I will rearrange my social life to ensure that I get to train where I need to train	AP	Conformity to training plans & running aims
	I guess the conformity aspect of that is when you have the training and we have goals that you're moving towards if you make the best of your environment you're conforming to the fact that you're trying to train	AP	Expressing a state where you don't rebel against a poorly equipped running environment – you conform to your training goals
	I probably do overall actually conform very much to a certain thing. I do rely a lot on having a training plan and certain stuff so I am probably fairly disciplined about it as well.	SB	Conformity to science of training plans

6.	For a three or four-week period where I was running much, much slower than I needed to but I was doing it because we trained together and it was about us and being fair to her	AP	Another contrast with overarching autic narrative of three adverts
Experiences of Alloic & Sympathy States when running	You might be an individual but you're still part of a team but then if you look at the table it does say 'Team…such and such' it doesn't say your name, so you work together you're going to get the points that's how you're going to win championships as a unit	DK	Different scenario of when supporting 'other' is relevant to running experience
	It's not all about trying to win prizes, a big part of it was when I did the run clubs and giving back to people and seeing them progress from not running a 5k then running a full marathon in 2 years, to go through all the stages, it was really quite rewarding.	DK	Are ultra runners more able to switch into alloic state than other runners?
	Generally I just quite like having my own space and not having anyone there sort of all the time, I wouldn't do a long run with anyone, I never have	SB	Autic state also highly important motivator
	No it moves more to 'Other', generally it's more likely to be a little bit more sociable and having a chat	SB	Alloic experiences still present however
	Most of the time I run individually yes, unfortunately due to the fact that I've got small kids certain times, I need to be very flexible	MB	Did not make any references to 'other' state. All about personal connection with environment
	Ultras I think it's less competitive and is more, I'd say is more camaraderie there	ML	Experience of helping/supporting each other in Ultras
	There wasn't much of the care side of it and I think again ultra running is very different from road marathons or anything else in that if you are out in the middle of no where actually it is less about this and it's much more about Caring for people.	An	Highlights logistical requirements (environmental contingency) of alloic state in UR events
	if you were doing a road marathon and somebody fell you'd walk over them and think well some Marshall just round the corner or the spectators, so that kind of thing is really, really quite different it's much more about looking after each other because you are reliant upon other people	An	Comparison to absence of alloic state in more mainstream running
	I think there's an element of teamwork that creeps into ultra running where you're supporting each other and I got	An	Example supporting the idea that UR creates a framework

	slightly lost over the weekend and as I stopped to try and work out where I was somebody who was about half a mile ahead of me turned and where the path went round they could see me, they stopped got my attention, shouted to me what the instructions were made sure I knew which way I was going before they continued and that's a very kind of nurturing caring otherly kind of way of running and that really encompasses ultra running		that supports concern for the other and engagement with the alloic sympathy state
	Generally it's about your experience with other people if someone was injured you would stop and talk to them, if somebody needed something, I mean you give people painkillers, you share kit, it's much more collaborative just to get everybody to the finish as opposed to just aiming for, solely focussing on your time so it's a very different environment to road racing or marathons which are very much about your solo experience	Na	Clear perceived difference between UR & mainstream running
	I didn't know anybody kind of in the community at all and just that was a really great event, there were people there that I didn't know that I'd never met anybody but they really helped me out and got me through that	Na	Articulation of being recipient of alloic sympathy in first UR experience
	There is definitely that intrinsic element to what I do that being part of that community is very important to me and helping people out is just what we do.	Na	Alloic sympathy seen as key part of identity as an Ultra Runner
	Also I can make friends and then I think it's ultra people care for other people not like road marathon because road marathon is only time, it's time the ultra if someone is injured and then sitting down people stop and help	Em	Reinforcement of difference between UR and mainstream running in relation to experience of alloic sympathy
	I once help a girl who had achillies and she was crying and I can't run off with a crying lady just me and another guy two hours take her to the next aid station…: I did finish the race but two hours later, I didn't mind, I can't just leave crying people just oh by the way I need to go by, I can't do that, some people do that I couldn't do that	Em	Articulation of reversal into alloic state during UR event
	Also night-time they bond together, if I was on my own and somebody in front of me we bond together and walk together and when I'm done the adventure race in January we bond together with three people and then I was in the middle so sluggish and I was	Em	Importance of alloic sympathy state in overnight UR races

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	so late but they are waiting for me and I had never met them before they were just so caring people		
7. **Community &** **Social Inclusion**	Running is quite a friendly sport when you go running people I always say hello to someone they always smile when they run past it's a good feeling…. it's interesting because if you compare the three adverts that was really the only one that had that element to it and the others do paint running as quite a solitary existence which I guess it obviously is for a lot of the training you have to do but it's important to kind of get your perspective on the more social aspect of running as well	DK	Running experienced as part of community (not really communicated in ads; slightly in Saucony).
	Also in terms of care it's the time you get engaged with other people, during the events, signing up for the events..	MB	Ultra events as opportunity to engage with others
	But actually I do ParkRun on a Saturday and to be honest part of the reason I like ParkRun is the sense of community so there's a real chattiness you meet the same people every week there's a real community spirit to it, I quite like the 'How you doing? How's it all going?' that kind of catch up and then you have a bit of a chat afterwards so ParkRun is nice because normally after most other runs everyone disperses but after ParkRun you have a bit of a natter so I quite like that.	ML	Park run part of running portfolio – social dimension big part of appeal
	For me is about the community and doing it as a you know teamwork, not teamwork as I do run on my own all the time, but in a race environment	Na	Implication of team/social dimension to UR events
	I'm a member of the 100 marathon club so there are a lot of events we see each other at so you kind of see each other regularly and the community is very tight	Na	Shared identity stronger than that of mainstream runners?
	But it was amazing that camaraderie between you and it becomes that real family feeling and you all stay in touch and we all meet once a year, the community element of ultra running is so important I think, although it's such an individual and it can be such a lonely sport because you're just on your own for miles and miles but for me that community is such an important part of it but for me that I'm an ultra runner with all of the other ultra runners and that's really significant for me	Na	Strong importance attached to community & social aspect of being an ultra runner
	I train normally on my own, and then run	Em	

	like on the canal I run going home with embankment or whatever suits me for that day but I normally talk to runners during the race and then making friends kind of thing		Further support for socially inclusive environment of UR events – part of 'reward' for loneliness of training
	When I thought it was going to be the other advert I quite like that one, but that one is ok. I just like all the people running off together, that makes me feel like I don't know, the one where you're doing it for love or whatever and everyone gets together and runs *Interviewer:* so you're attracted to the new Asics advert because of the… *Interviewee:* just everybody running from everywhere to meet at the top of this hill	AH	Articulation of engagement in more recent ASICS ad due to portrayal of social inclusion & community through running
	I like the idea the reality I don't like, I seek out races that no one is in, not no one but like there are plenty of races you can do that are small and you've got space	AH	Conflict with previous statement – Prefers being alone but likes idea of people coming together?
8. **Ultra Runners as non-competitive?**	I drive myself because I want to be the best I can and if as a consequence I end up being better than someone who is faster than me it's nice and it's a good conversation piece but it's not the thing that gets me out of bed at 5:45 when the alarm goes off	AP	Theme that has been identified in the pre-existing literature
	I'm not a massively competitive person but running wise I do really enjoy racing and trying to get as good as I can… So like that does become quite a big emphasis on yourself when you're training or in a race to get your best time and things.	SB	Self improvement over competition
	Time's the main thing I think especially marathon, any other marathon I'm not going to be in the top whatever so you do want to know how many minutes and seconds and get a PB if you can or your best one on that course	SB	Are marathon runners any different?
	Number 1 is to find out where I personally compared to most people on this planet	SB	Some evidence of competitiveness
	You want to be in a framework where you are going to be measured somehow. Another disadvantage at the same time but more of an advantage is that you don't have a benchmark. You think you do something really cool but then it's good to know to benchmark	MB	Performance measured against others

	yourself against other people so you've got an idea of what you are really doing	ML	
	But you know the Ultra runners, I actually find the ultra running group are almost kind of like some sort of surfers group of runners, it's more about the journey and the experience and the I don't know just almost the spirituality of it…	ML	Statement made in contrast to highly competitive club runners
	But a 100-mile ultra run is kind of so specific to the course that there's not really the ability to compare as easily	ML	Practical constraints on competitiveness
	There is less of an emphasis on, it's more about finishing, that's just what it's about. With 5-10kms or half marathons maybe even marathons there isn't really that much risk of not finishing maybe with a marathon there is but it's more about time placed	ML	Main goal of ultra is to finish race rather than beat others
	Like I said it you were to liken it to any sports it fits more into surfing where it's about the journey and the experience rather than any sort of sense of just trying to fly across the finish line with the best time or the most skill because the reality is that there are so many other variables that can have an impact and also if you're running for say 21 hours and you're only focussed on the finish line you're really missing the point of what you're doing ,you just want to enjoy and appreciate what is happening around you	ML	Articulation of experiential base to UR participation
	So I would say it fits very much into that sort of surfing kind of almost mountaineering type sport where you kind of do, take pleasure from, you know the entire experience rather than just the trying to get across the finish line in the best time or beating someone else.	ML	Implicit relation to connection with nature theme
	The fact that that is fun in itself, you know there's the delight in turning a corner and I don't know seeing like a new view or sort of just an unexpected scene or just finding yourself or like I said on the evening, finding yourself in the Sahara desert it's just a nice thing which I'd attach more to the playful side	ML	By stressing the paratelic over telic, the inference is that success and competition are also superseded
	So actually that bit where she runs through a crowd of runners but actually she's not interested in any of them she's just interested in herself is quite a nice idea, so that is really how running should be it should be about the idea		Engaging with the self-improvement philosophy of ad: Demonstrates preference over competing against others

	that the person you are running next to at any given point I don't think that matters at all is almost irrelevant…one of the purposes of running is about that sense of self improvement and just trying to enhance yourself you know.		
	For me though it's the sort of level of competitiveness is just not what I'm about, I mean I don't want to compete I want to perform I want to be strong but not to the point where I'm looking as aggressive and there's that sort of dark conflict	ML	Articulation of 'ugly' side of competitiveness
	I can look at my WAVA for a 5K and you might run it faster than me by 5mins but I may have a better WAVA because I'm female and 56. So you know how I judge myself is not on how fast you are but what's my WAVA at the moment	An	UR's still very much motivated by performance, just maybe not direct competition in races
	I'd always done road stuff and I think that difference of focus of it not all being about your times and about competition and it more being about the experience of it, I started to realise that there was much more to running	Na	Clear articulation of entrance into UR changing perception of how running is experienced
	But just in a real kind of back to basics like when you're a kid and you go running and playing in the woods that's what people do but we're grown ups and it can be that same thing and I don't think that element of just going out and getting muddy is really ever reflected it's all about you know being strong and focussed whereas actually it can just be let's go out and have fun with it	Na	Conveying element of play in running experiences
	I don't like competing against anyone, well first of all she saw somebody else so she wanted to beat her which is against my thought I don't want any competition, I run in my area, my goal is I set my goal not just they pass me I don't mind at all, I set my goal, it's my plan and I'm going for it	Em	Strongest articulation yet of non-competitive stance: May also be reflection of participants cultural values?
	I don't like competitive people	Em	Very strong stance against competitiveness
	I am not really that fast especially out front is quite a long, and yea I just be. Previously I record my time and then next year I'm going to beat my time not somebody else's	Em	Clear articulation of intra-autic mastery rather than mastery over others
	Interviewer: so the main goal in terms of the actual race is just to finish? *Interviewee:* yea to finish comfortably,	Em	Clear focus on goal of 'finishing' rather

	not to finish desperate and then crawl to there, just finish comfortably and then planning my speed and planning how to bring the jog back what shoes I take to jog back, every detail I plan.		than competition
9. **Empowerment**	So for this one personally from experience and stuff a lot of female runners don't seem to run on their own especially not at night they tend to run in pairs so it's quite a good one there to have a female just going to do that by herself so it's quite a motivational in that respect	DK	Potential impact of ad on female runners (ASICS)
	I suppose a focus on girls getting out in the wilderness shots look great, that looked really appealing	Na	Sense of empowerment as female runner in connection with images ASICS ad
	Yea I was talking to, you know they've got the This Girl campaign…they were concerned about ultra running being part of what they were doing that it was just to far and would scare new runners off, but I was saying it's such a great opportunity to get people running on an equal basis you know it's a really friendly fun easy way to get into sport, you don't have to be fast or with a lot of events you can walk, half of what we do is walking, the slower end of the field	Na	2nd interviewee to mention TGC campaign
	It still feels very empowering and the words are relevant I kind of get that idea of being strong just isn't about it's not just about your fast time it can mean such different things to different people, it can be about an experience as opposed to just that number on a clock	Na	Message of Saucony ad perceived as empowering
10. **Resembling of Ultra Running**	On the greens running up the roads and stuff so it appeals in there and that always kind of reminds me of when you're doing one of those ultras that's long, it's tough	DK	Reference to scene in Salcony ad
	Kind of reminds me of Forrest Gump the guy with his hair like that really, looked like he'd been running for miles.	DK	Implicit reference to ultra running
	That very strong muscular man in the beginning but I could have for me he is	MB	Contrary to previous perceptions

	like a runner up to marathon maximum, he is not an endurance, a multi, I doubt he would be able to run 100km		
	The white long hair guy doing the trail running, if you Google Anton Krupicka it's like the spitting image of the bloke so I don't know if they have done that on purpose	ML	Further remark about scenes in Saucony ad resembling UR
	Do you think he looked like he had the body of an ultra runner? (Interviewee) yea definitely, 100%.	ML	Clear contrast with previous participant's perception
	Much more like it, skinny guy, long hair beard, that's what I'm going to see	An	Further correlation between UR and main character in ad
	The two women going up the mountain fabulous, long hair beard weird I just said beard, yea much more the kind of, he's the guy you'll see at the front, he's the guy you'll see winning no shirt probably	An	Positive endorsement of representations more reflective of UR – Not just main male character
	The last person who I interviewed informed me that there was a very famous ultra runner Anton someone, and he said…Interviewee: he looks just like him	An	Similarity between famous UR and main character in ad
	Interviewer: so just thinking about that character, the long haired guy with his shirt off, so you could identify with him as potentially being an ultra runner? Interviewee: oh god yea…: but not anyone else in any of the other adverts? *Interviewee:* no *Interviewer:* that's really interesting *Interviewee:* no too young, too clean cut. Yea I've met people like him you know read about people like him, absolutely more believable	An	Reinforcement of Saucony ad being the only ad to make a seemingly authentic representation of UR
	You've obviously got the guy out there who looks like so many runners that I see running and the girls out and the mountains so it all looks great so there are elements there that I look at that and think that looks amazing I would love to be there	Na	Same connection made between Saucony ad & UR as previous participants
	Then the girls and the guy with the long hair that looks awesome I want to go out there that looks fun the girls are having fun, it looks hard work it looks epic but it's great images and I enjoyed watching that	Na	Clear UR connection with these parts of the ad
	Interviewer: so in terms of the bodies, in terms of the body of the long haired runner in that would you say he looks	Na	

	like he could be an ultra runner, is quite believable as being an ultra runner? *Interviewee:* yea absolutely		
	Maybe a road marathon runner, not an ultra runner	Em	Confirmation of resemblance of main character in Saucony ad to UR
	Interviewer: what did you think about the runner the guy with the long hair and the shirt off because some people have said that actually that's quite similar to what you see in ultra running *Interviewee:* the guy from North Face he looked like that *Interviewer:* what is his name? *Interviewee:* Tim Ohlson I think, yea check it out he is from North Face, he's done it every year, he does a lot of mountain trail running especially North Face when are the sponsors and then yea I thought oh he looks like Tim	Em	Clear break with any possible representation of UR in ASICS ad Further link between main character in Saucony ad & UR
11. **Target Audience of ads**	No, I don't see it for long distance running people no, but more than the first one, definitely. It's moving in the right direction but it's not targeted enough	MB	Strong sense of distance running identity? (Saucony)
	On the other hand, what I associated with it, was short distance running, city…the type of runner was again, maybe 400/800m runners	MB	(ASICS)
	But the audience I would also one part I realise is I associated it with very young people 16, 18-year-old people, young rebelling woman	MB	First mention of age
	That advert I mean is perfectly pitched for people that don't know running, so actually, so that category I mentioned of fun runners that sign up for 5ks that I don't know do are just people who go out for a trot a run round… for an entry level runner that's kind of the stuff they may feel that actually this all fits in quite well but for me that's a little bit too much.	ML	Clear removal form UR identity in Mizuno ad For audience less familiar with running, clichéd images may have worked
	If you're trying to create an advert that is going to appeal to the mainstream who generally speaking you know if you said to them most of them would want to get better but not to the point where they're destroying themselves so there's possibly a risk the advert might put them off because they might not think this is messaging with me, so there's that aspect of it.	ML ML	Potential to alienate more novice level runners through over-competitiveness & aggression

	There was another chap in the audience who kind of made the same comment that he kind of likes that sort of sense of suffering and so slightly destructive I suppose as well so for those types I'm not saying that it's not a bad advert per see but I can see how for that darker edgier side it could definitely strike a chord		Referring to some runners who might engage with 'darker' side of ASICS ad
	I've got more money to spend now that I had when I was 20 so why show me a picture of a 20-year old to get me to buy something from you	An	Commercial logic to better representing older runners
	So people who will mix running with going to the gym but just going out for a short run as part of their fitness routine, and that's who I think that would be focussed at	Na	Mizuno ad perceived to target people who run as part of fitness goals, rather than 'real runners'
	It feels very much more that that appeals to all runners, because that could be your few miles round the block but you're still focussed on your goals, people who run hardly any distance still have significant goals, but then you've got the trail element of that that still applies to people who do longer distances or fell stuff, but then a lot of that was on the tarmac even though so it would still be appealing to marathon road runners and that sort of thing, or just running long distance but out in the countryside and away from the urban environment so it feels like it's got real breadth to it and a relevance for lots of different groups of runners so I don't think it would be, I don't feel like it's focussed particularly on one group.	Na	Perception of wide running audience appeal of ASICS ad
	I'd image that because it's such a competitive image it would make it more relevant to everyone because it wasn't about her being a girl and running it was about her being competitive and running	Na	Self Goal-orientated narrative of ad perceived to have be something all runners can relate to
	Because ordinary people can enjoy it, some for example my sister never run and then she might say oh I might run around my house, it's more joy to it than seriousness	Em	Articulation of Mizuno as favourite of 3 ads based on paratelic & less mastery dominant representation of running – Same reason why many other participants didn't like ad

12. **Product/Brand Visibility & Commercial Engagement** **Purchase Intentions & Behaviour**	I definitely see the ones, the Asics ones because they had different clothing you can sort of pinpoint it as an example, when it was cold she had the jacket on so I thought that was a good idea, you might try that, it's like layering, some people don't just the simple stuff but when you see something that that's quite a nice colour oh it's bright so you like it and you might go for it, where as the other ones, Mizuno seemed quite brief you didn't see the product up close for example so you saw the back of the top, it looks nice but if you don't see it from the front it might be. As for the Saucony one, it showed you bits and pieces but it didn't really give you enough time to focus on some of the stuff so for example the team sport they were just all wearing red hoodies for example you don't know if that was, if that had special messages on it or was it a motivational top or something like that it's kind of good to see different ideas that you pick up and you think next time I go out I might do that	DK	Mizuno & Saucony ads criticised for not displaying the product enough to the viewer
	Although her actual kit and what she was wearing wasn't particularly wasn't necessarily serious running kit, it kind of looked a bit more casual, you just wouldn't…it was much more jogging kit to have a hood up and jogging bottoms as opposed to tights or that sort of thing, the kit I would associate with recreational jogging or people trying to going out look a certain way, not necessarily someone who is going out looking to do a solid hard 10k run	SB	Impact of audience perceptions of product visibility – defines target audience
	So maybe just for a fraction of a second or half or one second showing I guess it was a shoe and if the shoe what kind of shoe do you want to have, an endurance running shoe or city shoe	MB	Visibility of product important for this group of runners?
	So would I use it as a platform to go and look at the brand, I probably would but I'd now be looking to see if they support all that performance claim that technical, there's that hint that they are focussed on the technical side of performance from that advert so now I'd want to see if they have a good pair of trail running shoes, some good bits and pieces to help with ultra marathons	ML	Referring to lack of product visibility but also ability to advert to encourage 'research' (Saucony)
	I found myself looking at the images of everything else as opposed to the stuff	Na	Lack of emphasis

	the runner was wearing or anything like that		on running product in ad (Mizuno)
	But yea from the last advert it would probably make me feel differently about trying their stuff just because it probably makes you feel that maybe they get what we do more so that would make me feel it's probably worth giving it a go because they are aware that runners aren't just about going out and doing a 10k somewhere	Na	Level of consumer interest in brand beyond ad if they feel they can relate to experiences in ad, or ad can relate to their experiences
	TV advert is like I feel it's like more man-made not natural not natural at all, but magazine one it's just showing this is Asics new one and then I would read oh Asics that's quite nice and I might look at it in the shop, I might go for that Oxford Circus shop and I might look at that but not TV advert	Em	General disconnect with medium of TV advertising – Far more likely to engage with brands through in store experience
	Runners World or Trail magazine that does compare to the range of shoes, for example Trail gave 10/8 for Asics and they say oh this is good but this is bad pros and cons so I read it and I decide and then try it out myself and then get it	Em	Reference to more utility based purchase decisions based on technical product knowledge
			* THEME* Experiential advertising wasted on Experienced runners?
	I'm not that taken with any advertising to be honest with you, it's not a thing for me	AH	Lack of general engagement with advertising – common theme amongst sample
13. **Ultra Running as Rebellious act**	I guess it's slightly with the conforming or rebelling, its probably almost going towards rebelling and going beyond what you would otherwise do	SB	Implies idea that UR is a rebellious act against conventional expectations about what is achievable in running
	I think there's a lot of the ultra running forums and sites and Facebook and that, there's a lot of people wanting to be a bit different and at the same time you end up with a lot of very very similar people doing it.	SB	Reference to middle-classness of ultra running?
	One of the reasons why I like, love running these long distances is actually the opposite more or less, I guess many would probably think that would conform but conform in the business environment	MB	Running as reaction to conformity of work/family life

	you live in or the family environment, you probably want to go out and then the landscape is totally different and it can be sometimes not dangerous but it's different, it something you don't really know, not really rebelling but it's definitely not conforming	
	Do you think that is a form of rebellion against kind of what is considered normal in the running world or running community? (Interviewee) yes, the ultra in athleticism, normally if you talk about running only short distances they are very much exactly visible for every person on the planet, 100m, 200m. 60m in doors, and then 400 and so on and so on, it's very much you have to conform, you have to be in a framework and so on.	MB — Ultra running as response to constrains of conventional running & distances
		MB
	Two reasons why most people I believe go into the rebellious status core environment is a) they've got no option if they want to be part of running b) the previous one we discussed already, trying to get out of your home, framework, office, the real proper rebellion,	MB — Referring to difficulty in conforming to mainstream running as an 'older' runner
	There is an element of rebellion with the chap in the river and the ultra runner	MB — Implication that UR is rebellious
		ML
	Completely, by it's very nature it's just a form of running which almost anyone else even the guys I run with for the Croydon Harriers they think it's crazy and have no interest in doing it, it's just not something they are interested in at all, it instantly creates a sense of rebellion it's not the norm but then neither was marathon running in the 80s so you know it's kind of, it definitely has that sense of non-conformity that sense of freedom to it	UR as outside conventional/'normal' framework most runners conform to
	Yes absolutely, and it's not even the distance it's about the routs it's about the support, it's about not having a porta-loo ever couple of the miles so yea absolutely it's a very different kind of thing you know having to find your way, not having someone at every corner to say this way next, having route cards or maps its very rebellious in all sorts of ways.	An — Important point that rebelliousness of UR is not just in relation to distances run
		An
	It's about pushing yourself to see what	An — Rebelliousness against

	you can do, and partly about rebelling against people who say you're too old you're a woman, you know, you shouldn't be doing that as well as you can't be doing that so yea it's saying actually well I can		conventional expectations - not just around distance but also age, gender…
	Being off road, running up the side of a mountain, not having your shirt on, you know just having fun in a slightly different way from that lets slog along the path as fast as we can until we get to the end	An	
	I don't think there's much kind of conforming in there really	An	Articulation of rebelliousness in Saucony ad – and link to UR experiences
	It made me feel more about the 'Rebel' card because I would want to rebel against that, what that was presenting	Na	Key part of participant's running identity
	Again it's specific to an ultra runner and that particular experience I guess, but the annoyance of the way that running is portrayed and that there's actually so much more to running…those kinds of adverts just add to it because they say this is how you go running you go out along the pavement, so there's that frustration that that is always the way that running is portrayed.	Na	Over-conformist images in Mizuno ad producing rebellious feeling Feeling of anger in relation to over-conformity of representation of running in ad
	It's not even necessarily about being fun it's about it being so different maybe it's the rebel thing or just being so unusual to what most people do	Na	
	He is that kind of rebel image but for me that I can relate to that because he does look like a lot of runners you'd see out on the trail	Na	Sense of rebelliousness against confines of everyday/urban life Further reference to main character in Saucony ad representing UR
	Not even necessarily conscious rebellion but rebellion from the norm and I think that probably extends a lot to appearance in people and I mean you just go to various seminars and things that you'd turn up at for ultra runners and generally people are not that bothered about their appearance or their dress or whatever, people are just comfortable, practical, you know function over form it's much more about what works and what people are comfortable with	Na	Articulation of rebelliousness as part of a lifestyle rather than just act of running
14.	I love the way I'd still say I was a runner, I wouldn't class myself as an ultra	SB	Made up of variety of running

Running Identity	runner either as I do more 5k's than I do Ultras so I still do it so I wouldn't put myself into any major box overall in terms of my running and my training		experiences & distances; master runners?
	I do quite like the fact that they covered a range of running because I cover a range of running I found that sort of part of the appeal….so there was kind of track running there, there was trail running and then there was ultra running or at least it felt like it, so it felt like there were different spheres of running	ML	Supporting idea of UR's as 'master runners'?
	It gives you a chance to be you as a different identity, so the people I run with generally don't know anything else about me except that I run and actually that's quite nice and you know I'm not a mother or a wife or a sister or a daughter I'm just me and that's really nice and because then people don't have the same expectations from you	An	Running as an opportunity to carry a 'new' identity – removed from 'baggage'/labels of everyday life
	People that I don't have to be who they think I should be or who society thinks I should be you know it's kind of post menopausal overweight, you know that but I don't have to be that person I can choose to be somebody else and that somebody else runs	An	Running Identity as way to defy/rebel against expectations associated with age & gender
	Having done road races and marathons that's what the experience is it's all about	Na	Indication of the large running portfolios carried by UR's – supportive of 'master runner' assertion in literature
	It's definitely not always fun or enjoyable or worth it or any of those things but more times than not it is and because I've sort of got to a strange personally where now that is who I am, I am an ultra runner there's kind of that obligation to get back to that's who you are and what you do so you might as well keep doing it	Na	Defines self through Ultra Running – not the case with all participants
	So I start doing speed work like I did not really every week but I do ParkRun and things	Em	Further evidence of Park Run as part of UR running portfolio
	Then again I do London so, but only because you have to otherwise people don't think you're a proper runner	AH	Importance of recognised events such as London Marathon for displaying authentic running identity
15.	It's a nice zone to get into, it's not	SB	Running can be

Running as Routine	necessarily big goals or fun or anything sometimes it is just that bit in the middle it's not really anything		experienced as not particularly telic or paratelic
16. **Connection With Natural Environment**	I feel engaged in immediately is landscapes, nice environment, green forest…I'm sure my heartbeat went up immediately when I saw the first few seconds and my breathing was a bit faster I assume, so I was very much engaged in the first few seconds...boom…	MB	Instinctive connection to natural environment (Mizuno)
	Normally there is a very strong correlation with being a long distance runner and the landscape. Rarely do you have got a long distance runner running around the city but more like a coast line, a green field or a forest. More often a long distance runner equates to nice landscapes….I don't know any serious long distance running events round the city, it's so dramatic it's a given	MB	Long distance running seen as a non-urban pursuit
	To concentrate on the fantastic landscape, it was much better here rocks, rocky area, hilly area and so on	MB	Clear point of engagement with Ad (Saucony)
	I got lost in a forest one day after hours and I said I can't remember which direction I have to go in, I was stuck already and so on and then suddenly I came to a point and I thought I've been here, the communication from my foot to my brain it was an experience I've never had before in my life	MB	Very vivid experience based on connection with nature
	I like the outdoors, I like mountains I like that sense of the open road and the sort of sense of freedom so all of that really struck a chord with me in terms of I find all of that quite beautiful and these are the kinds of places I'd like to run these kind of beautiful wildernesses	ML	Natural environment a strong factor in attraction to advert
	Yes, absolutely, if we're looking at ultras they are much more likely to be cross-country, uphill down dale	An	Affirmative answer to the prominence of natural environment in UR
	I like the idea of kind of snaking along the river and going through the trees I really liked that bit of it and it probably would have engaged me a bit more had it continued in that vein	An	Natural environment key to engagement with ad
	Yes that's what I like about running, those feelings of being out there and enjoying the trees and the wind and the	An	Nature a clear driver for desire to run

	birds and seeing the rivers or the seas or wherever you happen to be, I mean my ideal running is trail running with trees and the sun coming through and the breeze, to me that is just perfect		
	Yea, the two women running trails up a mountain. Although they were probably young you weren't ever able quite to see enough to see yes they're young people and they looked much more like runners they didn't look like young people who'd been asked to run for the camera they looked like they were running because they enjoy running and that's what they did	An	Scene most readily identified with in Saucony ad
	For me it's much more about getting out into the wilderness where it's not urban it's not controlled	Na	Nature & freedom
	I suppose most ultra runners you're always out on the trail and it's about being in the mud and in the middle of the field or whatever it might be	Na	Clear perception of consensus of experience amongst UR's
	Yea and I think it's got to be because there it's all nice weather and beautiful and everything else, but if you're out for 20 hours running you're going to experience such changes in weather and it gets cold and dark and all the rest of it so if you're not comfortable and in tune with that then the whole experience is not going to be that satisfying for you	Na	Implication that extended time spent running by UR's means there has to be experiential dimension
	The feeling of I've got to go out and do this, this morning because then I'm going to be able to do the race out in the place where I want to actually run	Na	Urban running sometimes a necessity but UR events the reward
	Weekends it's always out and I might get a train somewhere and just run the trail, it won't be local	Na	Effort made to seek out paratelic running experiences
	If I could just run at weekends and just run in the countryside that's just what I'd do I wouldn't do the dull stuff in the week.	Na	Essence of type od running experiences desired
	Interviewer: is running in the mountains is that something you enjoy or you do a lot of? *Interviewee:* I do yea *Interviewer:* and do you think that that's something that is more relevant to ultra running *Interviewee:* more relevant to what I do, yea to me because I go to a lake run on my own and do the recky on my own	Em	Strong sense of auitc mastery underlying whole experience of planned rural runs/races
	The road marathon is normally in a big city and they just throw anything on the	Em	

	road but ultra you never, never do that you just carry, so the care for the environment as well that might be some bodies headband, you can't just throw things… the organiser is saying that as well, strongly saying that if you throw you are out of the race you never come back you are banned from the race, don't come back kind of attitude because it's just ruined the environment so that's the big difference as well.		Articulation of alloic sympathy towards environment

Articulated as another major difference to road running |
| **17.**

Other Motivations for Running | If I run, I can inhale or you can digest your experience as when you used to be young | MB | Parallel to Psychology of running chapter |
| | But you know the Ultra runners, I actually find the ultra running group are almost kind of like some sort of surfers group of runners, it's more about the journey and the experience and the I don't know just almost the spirituality of it… | ML | Spirituality/Experiential |
| **18.**

Freedom, Excitement & Adventure | I like the outdoors, I like mountains I like that sense of the open road and the sort of sense of freedom so all of that really struck a chord with me in terms of I find all of that quite beautiful and these are the kinds of places I'd like to run these kind of beautiful wildernesses, that was quite interesting with the ultra runner was the fact that he has virtually no equipment and there is always sense with ultra running of trying to get that simplicity and really connect just long distance running
so I quite like that | ML | Part of theorisation of UR as negativistic but also a key emerging motivator for participants to run |
| | It sounds like what you're saying is that probably one of the main reasons you run is to maybe experience a sense of maybe freedom and adventure, that perhaps you could say it would be rebelling against the kind of perhaps structured work environment and parts of the family environment.
(Interviewee): yes, yes absolutely. | MB | Freedom & adventure |
| | Here it's a first time I can properly go out of, I can rebel not really rebel but it's the closest word, not really being in the favour given by or environment and being able to look into outside the framework, nature more or less, something that I can explore myself a bit more instead of sitting in a specific chair a certain size | MB | Escape from structured urban life |
| | | MB | Connection |

	The first one I mentioned already was my heartbeat, I felt 'wow' I can rebel and rebel meaning the first few seconds meaning I am outside in a forest somewhere nice…	MB	between natural environment, freedom & rebellious state
	The message was freedom, no city environment and not conforming, rebelling this is what they achieved very well.		
	Rebelling outside your normal life, you can imagine immediately including yourself, myself there's something else outside of work or outside of my normal hobby or environment that's what I mean rebelling, meaning I can go out of my framework I live in.	MB	
	Yes, the emotion was in terms of freedom a bit like when we saw extremely fantastic landscape	MB	Answer when asked about main emotional response to ad (Saucony)
	Yes, going to areas where you have never been to and we human beings always like experiencing, exploring….		
	It makes me think I don't want to be inside actually I'd much rather be out there with my running shoes on going for a run, so yea it certainly for me made me feel why do I have to work in an office, it pays the bill but actually wouldn't it be nice just to train just to run, just to be outside	An	Articulation of running as way of satisfying longing to be outdoors and free
	For me it's much more about getting out into the wilderness where it's not urban it's not controlled	Na	
	That all felt very controlled its all kind of tarmacs and on the road and all that sort of stuff	Na	Mirrors previous participant comment about breaking out of controlled framework
	But just the experience of being out there and just following a map and trying to get there is just so different I guess to just daily life and routine	Na	Articulation of urban environment as controlled
	Just getting out there exploring new trails going somewhere different seeing things you haven't seen before those sorts of things, lots of nature out there you probably wouldn't see otherwise if you go for a walk that's great but you only see a very small section of countryside whereas if you go for a run you can see so much more and you know I do enjoy that	Na	Strong sense of adventure & freedom

Articulation of how running enhances experience of exploration & adventure |

	Yea freedom is a big thing, just not being responsible for anything or constrained by anything just you know just going out for a run is liberating.	Na	
			Running as escapism
19. **Believability** (Narrative)	The advert was fine though it bought in terms of some of the wording it was a bit cheesy I think it took it slightly too far in terms of some of the wording	ML	Linguistic narrative: 'Cheesy' – suggests inauthentic
	They contrasted that with the pulling up at the beach came to a nice sunset and stuff like that which again you know it's been done to death the idea of like a runner trotting along on a lonely vista with the sun going down it's just you've seen in a million times before and you know actually the Saucony advert didn't do that I mean they had the empty road but they didn't have, I think it was just like a cloudy empty wet scene it wasn't the classic sun set going down, it's just give it a break it's been done		Visual narrative: clichéd running images – idea that Mizuno not selling something authentic
20. **Aggression**	The advert hasn't tapped a nerve enough and in fact that element of aggression that almost dark force with your sort of alter ego runner who is this person you have to kind of hunt down, and this aspect of hunting which you kind of yea I just it feels too much in terms of sort of that whole performance side…I kind of think that the advert is just a little bit too aggressive and competitive but you know and I preferred the first one because there was that sort of purity of the strength of performance whereas this one felt like a real punch up in a way	ML	Theme of aggression identified in ASICS ad: Seen as undesirable dimension of competitiveness
	Yea, I thought that maybe Asics is slightly too serious that maybe non running people might be intimidated or something,	Em	Similar voicing of concerns over the extent to which seriousness & competitiveness portrayed in ad
21. **Representation of Older Runners**	Young again, it's all young people… (Interviewer) So would you say the people in that advert looked like runners? No they looked like young people who were running	An	Part of general observation that older runners tend to be invisible in advertising
	Again it's kind of a young persons thing, you don't get to, well I was nearly 50 and decide oh you know what I think I'm going to start hurdling	An	Reference to hurdling scene in Saucony ad

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	Be nice to see more old women in some of them, you know we're there	An	Not represented but significant part of running community
	I can't remember who was talking, an actress talking the other day about how women become invisible and I think you know you get to a certain age and you do become invisible	An	Perhaps reflective of wider practices in media?
	Women make up half and the age demographic is that would be nice to see a recognition that you know, older people and women can be fit and healthy they can you know take part in things	An	Reality seen by participant not reflected in ads
	I mean I'm assuming it would be for young women, she was a young woman wasn't she. I mean like 20s or whatever.	AH	Further observation that older runners do not appear to be included in ads representation of running (ASICS ad)
22. **Experience of or Desire for for Flow like State**	Yes, it's cathartic and almost meditational…I don't stop to take photos I don't listen to music… know you can either switch off completely (or I find it can be useful to kind of work through problems work through stuff in your head)	An	Articulation of desire to minimise distractions from running experience and being in the present moment
	I mean you don't have to think about anything when you're out your focus is just on you	Na	Articulation of experience 'in the moment'
23. **Believability - Diversity**	Seemed to me just to be much more believable much more what I have seen, the kind of people I do see at these events because there is that kind of diversity	An	Diversity seen as key factor in authenticity of representations of runners
	You see this amazing diversity in Park Run from six year old through to eighty year olds, you know they're all runners they all buy kit so we are all a market		Park Run used as example of full diversity of running community
24. **Articulation of Mastery in relation to own running experiences**	I think mastery for me is quite important in that for me when I think about there is something, about technical ability, so for me it's really important to be technically as good as I can so that I don't get injured	An	Mastery of performance perceived in relation to own body & injury prevention, rather than competition with others
	I tend to always train on my own and I tend to run on my own, a lot of people have pacers and crew on a long race	Na	Clear sense of being motivated by autic-mastery

	but I just tend to run on my own and that's part of my achievement is having done it solo without the support of other people		
	Example if I put the main race I would be so serious, I go to there to doing the recky and make sure I know that I don't get lost kind of thing	Em	Big emphasis on navigational aspect of mastery attached to UR
	Interviewer: so the main goal in terms of the actual race is just to finish? *Interviewee:* yea to finish comfortably, not to finish desperate and then crawl to there, just finish comfortably and then planning my speed and planning how to bring the jog back what shoes I take to jog back, every detail I plan.	Em	Articulation of telic-mastery
	And then Mastery is I'd like to I chose difficult race to get master my navigation skills and down hill skills…when I did that in January it's not only ultra it's kind of called an adventure race it's called the Spine, I learnt a lot it just adventure skills and not only ultra skills and navigation	Em	Mastery as a far more multi-dimensional concept in UR compared to road running
25. **Gender Democracy of Ultra Running**	But the really nice thing I think about that is that women can place even when racing against men so it's a relatively, I mean generally the guys are much faster but you can place within a field so I had a 70mile race a coupe of weeks ago and I was the first lady second in the field so I had beaten a number of guys and that's very, very rare in any sport…*:* it's because so much of it is about your psychological strength as opposed to the physical	Na	Potential attraction to UR for female runners & added dimension of uniqueness of UR
	But obviously in road racing the guys are so much faster than the majority of girls it's much more difficult to get any balance or equality on that	Na	Gender democracy not experienced in mainstream running
26. **Practicality of Ultra Runners**	Because although you could get away with something in a marathon for a few hours if you're out for ten hours and it doesn't work then it's pointless and it's going to damage the likelihood of you finishing your race	Na	Main product consideration of UR's – utility value