The Relationship between Motivation of Social Viewing Experiences, Satisfaction, and Loyalty in Sports Broadcasting

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Abstract

The purpose of this study was to examine, within a sports broadcasting setting, the relationship between social viewing users' motivation, satisfaction, and loyalty and to determine if social viewing could be used as a marketing strategy in the sport industry. For this study, data were collected by using an online survey targeting social media users. A total of 379 survey responses were used for the data analysis. The study's hypothesized model constructs were evaluated using Structural Equation Modeling (SEM) and the data analysis revealed several key findings. The results revealed that the sharing of social viewing experiences in sports broadcasting had a positive impact on user satisfaction. User satisfaction was also positively impacted by both information searching and the excitement found in social sports viewing. Lastly, users' satisfaction positively influenced loyalty.

KEYWORDS: SPORT BROADCASTING, SOCIAL VIEWING, MOTIVATION, SATISFACTION, STRUCURAL EQUATIONI MODELING

Introduction

There has been substantial growth in the smartphone market since the launch of the smartphone. Korea, a country that is considered an information technology (IT) powerhouse, is one of the best examples of the phenomenal growth of the smartphone market. According to the Korea Communications Commission (2017), the number of domestic smartphone subscribers increased from 250,000 in 2009 to 42 million by 2016 and 8 out of 10 people use a smartphone. As smartphones become more popular, the amount of using smartphone services such as traffic, information search, finance, social network service (SNS), internet surfing, travel, watching sporting events, games, messenger, and the trend of life is changing due to these everyday changes (Chaffey, 2017). In addition, as it becomes possible to watch TV on a smartphone, media such as drama, entertainment, and sports can be accessed at any time through a variety of contents such as live broadcasting, replay, and highlight video. Sport consumers have various streaming service options to watch sporting events on their smartphones. For example, NBC's website (i.e., NBCOlympics.com) streamed live the 2016 Rio Summer and 2018 Winter Olympic Games. Through various streaming services and virtual private networks (VPNs) fans all over the world are able to watch sporting contests ranging from local competitions to hallmark events on their smartphones.

Especially, there has been a drastic growth in Social Network Service. SNS is defined as a service that "allow(s) individuals to present themselves, articulate their social networks, and establish or maintain connections with others" (Ellison, Steinfield, & Lampe, 2007). SNS has a tremendous social impact because people from all over the world share information in real time in online space. Because a lot of information can be quickly shared to people around the world in real time, many global sport organizations are using SNS as a marketing strategy or a promotional tool. Therefore, a smartphone that is readily available in your hand has become an indispensable item in modern society.

The reason for paying attention to the above two in this study is that a new genre such as social TV and social viewing is attracting attention. According to Park et al. (2009), social TV is "the convergence of social media and TV that exchanges feelings and opinions through communication with others while watching video contents" and social viewing can be said to be a term related to the audience position of watching these social TVs (Shin & Kim, 2015). This means that viewers can search for program information that they are watching through social media in real time, or share viewing experience, emotion, and information.

According to Oh (2014), 60% of domestic media users watch video content using smartphones. In addition, the Korea Institute of Information and Communications Policy (2016) study stated that the number of users who use SNS at the same time as watching TV increased, and 39% of domestic viewers were watching TV and using SNS at the same time. In the 2013 national survey on the use of broadcasting media, Internet usage related to TV programs being watched increased from 17.0% in the 2012 to 28.2% in 2014. And 47.5% of people responded that smartphones were media that people use at the same time watching TV (Jung, 2014).

In this way, it cannot be denied that social viewing is attracting new attention. Recent studies have also begun to pay attention to social viewing and many studies have been conducted to identify the relationship between social media usage and TV viewing through usage motivation, use behavior and viewing intention (Shim & Yoo, 2014) and the roles of perceived sociability on the effect of performance on intention in social TV (Shin & Kim, 2015). Harboe, Massey, Metcalf, Wheatley, and Romano (2008) suggested that sports programs are one of the most optimized genres for social viewing. However, little research on social viewing on sport-related broadcasting has been conducted.

In recent years, as the number of sports mass media outlets and channels has increased, the competition for viewership numbers and ratings between broadcast outlets has become more intense (Han & Ahn, 2010). With the arrival of new media and social media opportunities and platforms, mobile websites have been competing to bring sports broadcasting rights. Sports professional sites and portal sites relay daily sports games and provide content that can be viewed at any time (e.g., Lim, Lee, & Kim, 2014). They also provide a variety of services including domestic and international professional baseball real-time relay, game highlights, real-time character relay, various sports information, league information, athlete's information, and news. In this situation, it is expected that social viewing will be another new marketing strategy to attract sport fans. The current study sought to analyze the relationship between sports viewing audiences' motivation, viewing satisfaction and loyalty. This will be the basis for social marketing to establish a new marketing strategy for the sports broadcasting market.

Literature

Social Viewing Users' Motivation

The use and gratification theory has transformed the subject from the viewpoint of the passive audience to the viewpoint of the active audience (Tsao & Sibley, 2004). In the use and gratification theory, users are motivated to use media (Katz, 1959) and use media to meet their social and psychological needs (Katz, Blumler, & Gurevitch, 1974). Recently, as social media has begun to attract attention, a good deal of research on usage motives for social media has been conducted recently. Social media is more personalized and activated than traditional media, and motivational factors are diversified in media attributes (Oh, 2012). In a study of TV social media usage research conducted by Viacom (2013) within major countries such as the US, UK, and Germany, it was proposed that there are three motivations such as functional motivation for information seeking, community motivation for social interaction, and playful motivation. As we can see in the preceding studies, there are common factors such as experience sharing, information seeking, rest or play. Based on the availableresearch, the current study sought to examine the motives of using social viewing by using viewing experience sharing, information seeking, and fun seeking. Furthermore, based on the data collected in this study, the investigation sought to determine if social viewing could be used as a marketing strategy in the sport industry.

Viewing Satisfaction

Satisfaction, according to Oliver (1997), "is the consumer's fulfillment response." Oliver added that, "It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment" (p. 13). Sim (2000) defined viewing satisfaction as "the overall emotional state revealed by the degree to which viewers are satisfied with the television viewing experience" (p. 112). According to the uses and gratification theory, viewing satisfaction refers to the satisfaction an audience receives as the audience members meet various needs through their consumption of certain media (Yeo, 2014). Because social viewing is a combination of TV viewing and SNS communication, one study (Choi, 2015) measured the viewing satisfaction related to this by separating the TV program into social communication. Other studies (e.g., Lee & Lee, 2014), however, have measured overall satisfaction of viewing without distinguishing between sub-factors and the viewing satisfaction was influenced by social watching motivation. So far, no research has found that social viewing motivations have a direct effect on viewing satisfaction.

However, a study by Park (2015) revealed that the motivation to use social TV has a positive effect on interaction and that interaction has a positive effect on user satisfaction. Because of the empirical evidence found in the studies listed above, the following hypotheses were developed in relation to the research model:

Hypothesis 1: The sharing of viewing experiences (a motive for sport broadcasting audiences to engaging in social viewing of the sports broadcasts), will have a positive effect on the satisfaction of the sports broadcasting audience.

Hypothesis 2: The pursuit of information (a motive for using social broadcasting for sports broadcasting), will have a positive effect on viewer satisfaction.

Hypothesis 3: The pursuit of fun (a motive for using social broadcasting for sports broadcasting), will have a positive effect on viewer satisfaction.

Loyalty

Marketing efforts through social watching should not only increase customer satisfaction, but should also increase customer loyalty. Oliver (1999) noted that loyalty is the repurchase of a product or service that prefers the impact of a situation or marketing effort that can trigger a conversion action. Jones and Taylor (2007) also called loyalty to continue to use existing suppliers. The concept of loyalty first appeared in the 1940s, and most loyalty research studies at that time conceptualized loyalty as a single dimension, such as repetitive purchasing behavior (Anderson & Srinivasan, 2003). The evolution of the concept of loyalty begins with a behavioral dimension and adds an attitudinal dimension, and recently a cognitive dimension has been added (Oh, 2010).

The composition of SNS such as Twitter, Facebook, and Instagram is similar to the attitude loyalty. For example, if the information posted by another person on the SNS was the information you were looking for, the information would be more likely to be preferred, and if you have the desire to share the information with others, you can simply press the "Retweet" or "Like" Information is shared with others. In summary, preference information can be interpreted as sharing or recommendation to others. And it is because it is very easy to share or recommend information using social media such as smartphone, tablet PC, various apps provided by broadcasting companies as well as SNS. For this reason, we intend to use the loyalty of the attitude dimension in this study which studies social watching. In addition, viewer satisfaction will have a positive impact on loyalty. Park (2015) showed that the interaction between users of social TV has an effect on the satisfaction of users of social TV, and the satisfaction of users of social TV has a positive effect on the intention to use social TV. In the study of Lee et al. (2015), it was shown that satisfaction of sports club SNS use positively on loyalty. In addition, Cho and Kim (2012) showed positive effects of domestic airline SNS characteristics on customer satisfaction, customer satisfaction had a positive effect on brand loyalty, and Yoon and Lee (2010) showed that use satisfaction had a positive effect on loyalty. On the basis of the research findings in the studies noted above, the following is the final hypothesis presented relating to the research model:

Hypothesis 4: The satisfaction of engaging in the social viewing of a sports broadcasting will have a positive effect on loyalty.

Methodology

Sample

The data collection for the current study was conducted with an online survey using a convenience sampling method. The population consisted of undergraduate and graduate students at an institution of higher education located in the South Korea. Students were asked to visit the survey website and answer the various items on the questionnaire. College students are considered a reasonable sample in website studies because they exemplify characteristics of the typical Internet and social media users in terms of their age and education background. After receiving Institutional Review Board (IRB) approval, an invitation email including the URL which provided access to the online survey was sent to the students. While 477 students responded and submitted questionnaires, 98 of the respondents were eliminated due to their providing incomplete answers or because of they did not have social viewing experiences. Thus, 379 questionnaires were used for the data analysis in this investigation. Table 1 shows the general characteristics of the subjects in this study. In addition to the findings reported in the table, the study found that Kakaotalk was the most used social media platform with 213 (56.2%) of study participants using this SNS. Facebook was used by 141 (37.2%) of the subjects.

Measurement

In this study, the usage motivation items developed by Kaye (2005) and Papachaharissi and Rubin (2000) were used for the measurement of the usage motive. This usage motivation scale consists of 10 questions covering three sub-factors: viewing experience sharing, information seeking, and fun pursuit. Another nine questions, developed by Choi (2015), were used to measure viewer satisfaction. This viewer satisfaction scale consisted of satisfaction of viewing behavior and program satisfaction factors. The four loyalty items used were from Lee, Park, and Oh (2007). The response method of all questions ranged from one ("Strongly disagree") to five ("Strongly agree") and the 5 points of Likert scale.

Data Analysis

The data collected for this study were analyzed with SPSS 18.0 and AMOS 18.0. In order to analyze the research subjects as a sociodemographic variable, frequency analysis was performed. Confirmatory factor analysis (CFA) and reliability coefficient (Cronbach's α) were calculated to secure the reliability and validity of the survey tool. Pearson's correlation was used to analyze the validity, and structural equation modeling (SEM) was used to calculate path coefficient of the final hypothesized model.

Table 1: Demographic Characteristics of the Sample

		Number of People	Percentage
Gender	Male	286	75.5
	Female	93	24.5
Age	Under 19	127	33.5
	20 – 29	201	53.0
	30 – 39	17	4.5
	40 – 49	24	6.3
	Over 50	10	2.6
	Total	379	100
Education	Less than a high school diploma	1	3
	High school graduate/GED	303	79.9
	Community college graduate	18	4.7
	Bachelor's degree	32	8.4
	Graduate/Post-Baccalaureate Degree	25	6.6
Daily usage of smartphone	Less than 30 minutes	6	1.6
	30 minutes – 1 hour	23	6.1
	1 – 2 hours	91	24.0
	2 - 3 hours	124	32.7
	Over 3 hours	135	35.6

Results

Measurement Model

Regarding the CFA, the fit of the measurement model was $\chi2$ (215) = 490.693 (p <.001), $\chi2$ / df = 2.282, RMSEA = .058, CFI = .939, IFI = .940 and TLI = .928. The measurement model is judged to be appropriate for the collected questionnaire. The standard load of viewing experience is .62-.76, the standard load of information seeking is .61-.81, the standard load of fun seeking is .55-.75, the standard loading of viewing satisfaction is .73-.80, The standard load of loyalty was .76-.87, indicating that the standard load of all variables that measure latent factors was high and statistically significant at significance level .05. In addition, the average

variance extracted (AVE) value is more than .5 in all constructs except AVE = .47, and the construct reliability value is more than .7. Most of the convergent validity criteria were met. Also, the range of the correlation coefficient squared between the constitutional concepts is .14 to .47, and the AVE of the related constitutional concept is larger than the square of the related correlation coefficient, so that the discriminant validity standard proposed by Fornell & Larcker (1981) . Cronbach's alpha was found to be 0.80 sharing viewing experience, α = .76 for information sharing, α = .70 fun seeking, and α = .90 for viewing satisfaction, all of which exceed the recommended value of .70 (Nunnally & Bernstein, 1994).

Structural Model

In order to verify the research hypotheses presented in this study, a structural equation model was implemented and the results are as follows. First, the fit of the study model was χ2 (221) = 526.513 (p <.001), χ2 / df = 2.382, RMSEA = .060, CFI = .933, IFI = .933 and TLI = The research model is considered to be appropriate for the collected questionnaire. Specifically, Hypothesis 1 of this study suggests that sharing of viewing experience will have a positive effect on viewing satisfaction. Statistical analysis of this hypothesis showed that sharing viewing experience had a statistically positive effect on viewing satisfaction (β = .289) (p <.001), which means Hypothesis 1 was adopted. Statistical analysis of this hypothesis shows that information seeking has a statistically positive effect on viewer satisfaction (β = .386) (p <.001). Hypothesis 2 was adopted. Hypothesis 3 of this study is that the pursuit of fun will have a static effect on viewer satisfaction". Statistical analysis of this hypothesis showed that fun seeking had a statistically positive effect on viewing satisfaction (β = .318) (p <.001), thus Hypothesis 3 was adopted. Hypothesis 4 of this study is that satisfaction of watching social broadcasting of sports broadcasting will have a positive effect on loyalty. Statistical analysis of this hypothesis showed that viewing satisfaction had a statistically positive effect on loyalty (β = .842) (p <.001), therefore, Hypothesis 4 was adopted.

Figure 1. Structural Model

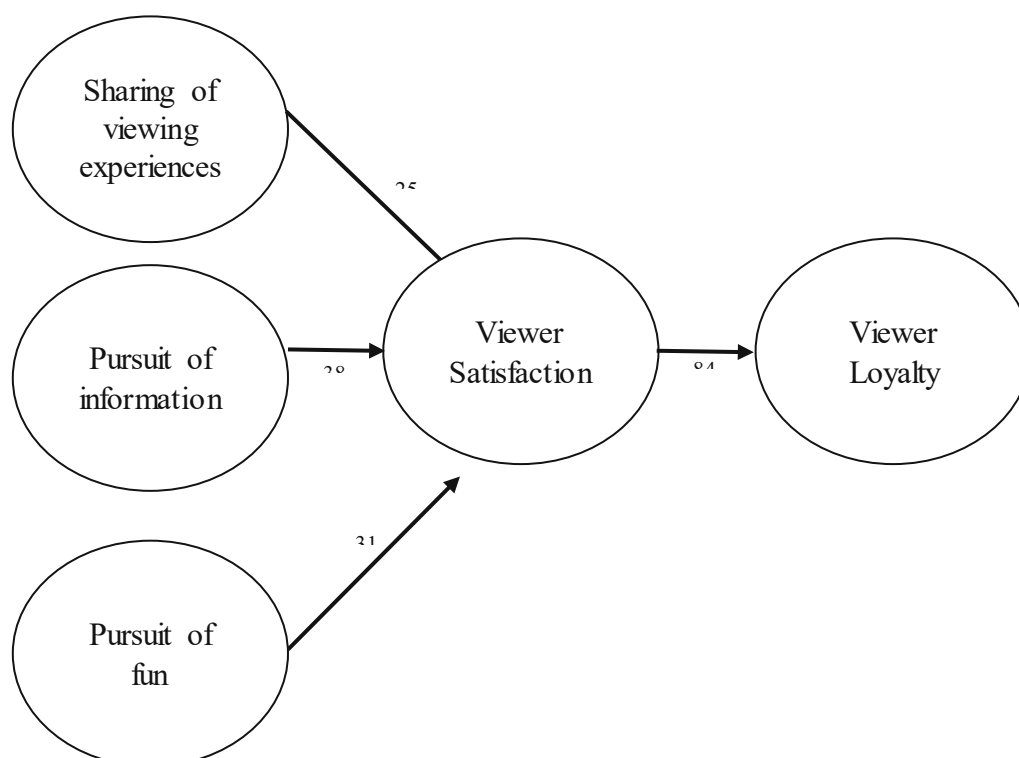Table 2: *Analysis of Structural Model*

Path	Estimate	Standard Error	C.R.
Sharing of viewing experiences → Viewer satisfaction	.259	.048	3.935*
Pursuit of information → Viewer satisfaction	.386	.061	5.039*
Pursuit of fun → Viewer satisfaction	.318	.064	4.561*
Viewer satisfaction → Viewer Loyalty	.842	.089	11.581*

p<.001

Discussion

Building upon previous research involving social viewing of televised content, the purpose of the current study was to investigate the relationship among the motivation, satisfaction, and loyalty of sports broadcasting social audiences. Furthermore, as noted above, this study sought to examine whether social watching can be another strategy that marketers could use in the sport industry. The results of this study are as follows.

First, sharing of viewing experience, which is a motive for use, has a statistically significant effect on viewing satisfaction. These findings are consistent with the results of Park (2015), Jung (2010) and Lee (2013). This means that watching sports broadcasts and sharing sports viewing experiences with friends and other people using social media will increase viewing satisfaction. In the modern society, the number of people who are watching by themselves has increased due to an increase in the number of people who view alone, and it is good and great fun to feel that people are watching with other people or people (Lee, 2015). The reason for sharing the viewing experience is that it is because sport fans want to feel tension or presence feeling with other people while watching sports broadcasts, and it is because they want to recommend the fun of sports to the acquaintances or others. In the future, it is necessary to consider developing a program or application that can simultaneously watch sports and chat such as KakaoTalk TV. Moreover, it should be easy to access from a smartphone and tablet pc. The reason is that the number of services that can already watch and chat together is increasing. But most people do not even know they have this service. Therefore, it is necessary to establish a strategy that enhances publicity and makes people to use the service more and share their experiences.

Second, information seeking as a motivating factor has a statistically significant effect on viewer satisfaction. This is in line with the results of the study by Young (2010), and Lee (2013). It can be used to search for relevant information on sports broadcasts using social media while watching sports broadcasts. Furthermore if you share your opinions, it means that your viewing satisfaction is high. Sports fans are expected to post more information on social media to get more information about the sport they watch or to share information with others. Therefore, sports marketers need to consider creating a system to organize such information. Information on sports already exists extensively in social media. However, since the amount of information is too much, it takes time to find only the information that you want.

It is expected that people will be more likely to get the service if the information they want is gathered while watching sports broadcasts. It is also a good strategy to provide links that summarize what people are looking for through real-time searches, surveys, or big data analysis. In addition, it is a good way to invite experts who know local information and to provide services such as two-way relay that communicate with experts when broadcasting overseas sports.

Third, fun seeking as a motivating factor has a statistically significant effect on viewer satisfaction. The results of this study are consistent with the findings of Park (2009), Park (2015), and Lee (2013). This means that when watching sports broadcasts, sports fans are more likely to enjoy using social media and to increase their viewing satisfaction. In other words, the satisfaction and the fun of sports fans become bigger when the positive reaction comes from other people using social media. Therefore, by analyzing big data gathered opinions of people watching sports broadcasts, people often perform events they want to have fun, or invite popular sports stars and popular entertainers to communicate with popular stars. It is expected that the viewer satisfaction will be further increased.

Fourth, viewing satisfaction has a statistically significant effect on loyalty. This is consistent with the findings of Lee et al. (2013), Cho and Kim (2012), Yoon and Lee (2010). In other words, using social media while watching sports broadcasts increases the satisfaction of viewing, and when viewing satisfaction increases, loyalty also increases. This is because the nature of social viewing increases the satisfaction of viewing when communicating with people in other spaces or browsing the information. It also improves the viewing satisfaction of the sports program by understanding and understanding unknown information about the sports being watched can be solved. Because social viewing is a new way, people feel new fun and excitement and satisfaction increases. In the future, it is expected that Internet companies broadcasting sports broadcasts will be able to further improve their loyalty to sports broadcasting if they further develop and utilize social viewing and raise their viewing satisfaction.

Implications and Limitations

The findings of the current research will be beneficial for both scholars and practitioners in sport industry by providing a better understanding of sports consumers' motivation, satisfaction, and loyalty associated with social viewing. From an academic standpoint, this study is one of the few attempts to understand consumer motivation and satisfaction related to social sports viewing. Most previous studies have explained and focused on online motivation and satisfaction using sport-related websites and online stores. However, in this study, watching sports broadcasts and sharing sports viewing experiences with friends and other people using social media made an influence on satisfaction. Thus, the findings of this research can add to the existing knowledge of social viewing experience research and give rise to interesting future research questions. From a practical perspective, despite the fact that many sports fans are not familiar with social viewing experiences, the results of this study shows how social viewing can bring sports fans' attention as well as how sport marketers can promote social viewing experiences as a marketing tool for sports fans. Recently, many sports fans have been watching sports broadcasts via YouTube, and have been able to relay themselves, share information with other sports fans, or share their opinions. Furthermore, sports teams and practitioners need to understand that these activities can have a positive influence on team identification and loyalty.

This study suggests the direction and the complementary points of the follow-up study considering the limitations and problems found in this study. First, this study did not include teenagers who are active in social watching activities. As such, there are limits in terms of the study's generalizability because the subjects did not include adolescents, a group that should be analyzed in future investigations. Also, while this study did not examine the various categories of sports, future investigations should break down the sport industry into sub-categories in order for a more robust analysis of the data. Lastly, the current study did not include the behavioral dimension of loyalty. While the attitude dimension was examined, future studies should analyze the behavior dimension of loyalty.

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