

## **Structural Relationship Between the Expectation Value of YouTube Sports Content Viewers, Brand Image, Brand Attitude, and Continuance Viewing Intention**

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### **Abstract**

*The purpose of this study is to analyze the structural relationship among expectation value(relational, hedonistic), brand image, brand attitude, continuance viewing intention. The survey subjects to achieve the purpose of this study were selected the 521 YouTube sports contents Viewer in the metropolitan area. Data processing was done with SPSS 23 for frequency analysis, Cronbach's  $\alpha$  analysis. Also, AMOS 21 was used for confirmatory factor analysis and structural equation model analysis. The results of the analysis are as follows: First, both relational value and, hedonistic value had a positive effect on the brand image. Second, both relational value and, hedonistic value had a positive effect on the brand attitude. Third, both brand image and brand attitude had a positive effect on the brand attitude.*

*Keywords: YouTube Sports Contents, Expectation Value(Relational, Hedonistic), Brand Image, Brand Attitude, Continuance Viewing Intention.*

### **1. Introduction**

It is now an age when the boundaries between producers who make media text and the inmates who consume it cannot be clearly distinguished beyond a large number of models in traditional media (Livingstone, 2004) [1]. These media changes have led to the emergence of various media platforms such as SNS and Over The Top (OTT). The rate of SNS usage showed a steady increase, but fell for the first time in 2019, largely due to a significant increase in the utilization of media platforms that provide YouTube-represented videos [2].

With the development of information and communications technology and the advent of various media, the scope of sports content has been extended beyond sports broadcasting to all areas related to sports (Shim, 2019) [3]. In other words, YouTube channels, which focus on sports content, are also gradually increasing. Therefore, the study seeks to establish the relationship between the expectation value(relational, hedonistic), brand image, brand attitude, and continuance viewing intention that YouTube sports content viewers

perceive. The results of the study will be important for YouTubers who produce YouTube sports content in the future, as well as companies and professional sports organizations.

## 2. Study Hypothesis

The current study established hypothesis based on theoretical bases from previous literature. The causal relationships among expectation value, brand image, brand attitude and continuance viewing intention were the focus of the study. The following sections discuss the detailed relationship between these concepts, based on the model of the current research.

### 2.1 Relationship Between Expectation Value(Relational, Hedonistic) and Brand Image

The expectation value of YouTube sports content viewers will have a positive impact on brand image. These relationships can be identified by the results of prior studies studied in relation to expectation value and image. Kim(2020) said that expectation value have a positive impact on the image in a study of Korean restaurant users [4]. And Lee & Lee(2018) said that expectation value has a significant impact on local image in studies related to theme tourism [5]. The above preceding studies show that empirical values can affect images. Therefore, the following hypotheses have been established:

Hypothesis 1. Expectation value(1a: relational, 1b: hedonistic) will have a significant effect on brand image.

### 2.2 Relationship Between Expectation Value(Relational, Hedonistic) and Brand Attitude

The expectation value of YouTube sports content viewers will have a positive impact on brand attitude. In relation to this relationship, Beak & Ryu (2020) stated that empirical value has a significant impact on brand attitude [6]. And in the study by Ann & Yang (2018), it was said that emotional and social values affect attitude [7]. The results of these preceding studies show that values affect attitude. Therefore, the following hypotheses have been established:

Hypothesis 2. Expectation value(2a: relational, 2b: hedonistic) will have a significant effect on brand attitude.

### 2.3 Relationship Between Brand Image and Continuance Viewing Intention

The more positive the brand image is, the higher the continuance viewing intention will be. Related to this relationship between brand image and continuance viewing intention, Choi, Jeong, Hu & Kim (2016) said in a study involving e-sports star players that the team image of star players has a positive effect on reviewing intention [8]. In addition, Park & Kim (2016)'s study on baseball program channels said that channel brand image affects re-audit [9]. The results of the above preceding studies show that the brand image can affect the continuance viewing intention. Therefore, the following hypothesis was established for the relationship between brand image and continuance viewing intention:

Hypothesis 3. Brand image will have a significant effect on continuance viewing intention.

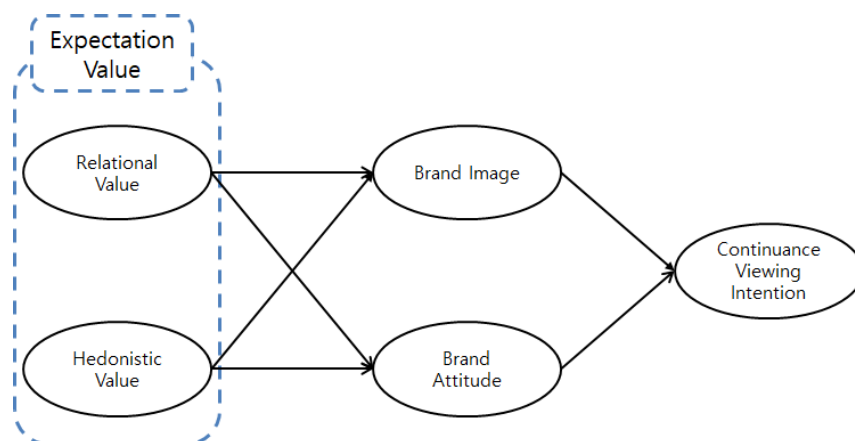
### 2.4 Relationship Between Brand Attitude and Continuance Viewing Intention

Brand attitudes will be an important role in continuance viewing intention. The relationship between brand attitude and continuance viewing intention can be seen from the results of prior studies on the relationship between attitude and continuance viewing intention. Kim, Song & Choi (2019) said in a study of Naver TV viewers that advertising attitudes have a significant impact on service continuity [10]. And Kim &

Kim (2013) said that viewer's attitude has a significant effect on viewer's intension [11]. Therefore, the following hypothesis was established for the relationship between brand attitude and continuance viewing intention:

Hypothesis 4. Brand Attitude will have a significant effect on Continuance Viewing Intention.

The model built on the basis of the research hypothesis is shown in Figure 1.



**Figure 1. Study model**

### 3. Research Method

#### 3.1 Research Subjects

For the study, 548 sample was extracted by setting viewers of sports-related content among social media users residing in the metropolitan area. Among the surveys collected, 27 copies of the contents were incorrect. The final 521 copies of the survey data were used for the final analysis.

#### 3.2 Research Tools

The research tool of this study is questionnaire. To measure all concepts, the questions used in the preceding studies were modified and supplemented to the purpose of this study. In the questionnaire, expectation relational value and expectation hedonistic value of 4 questions. brand image of 4 questions. brand attitude and continuance viewing intention of 3 questions.

### 4. Results

#### 4.1 Validity and Reliability Analysis

The confirmatory factory analysis was done for the testing of convergent validity and discriminant validity. The maximum likelihood(ML) method which assumes multivariate normality was used for substantial analysis. The fit of the confirmatory factor analysis was evaluated for the confirmation of the optimal condition of the construct and the variation configuration and the results are shown in Table 1.

Based on the opinion that the fit index in a structural equation model can be judged together with other indexes by a relative index instead of an absolute criteria [12], the fit was verified with the TLI and CFI suggested by Netemeyer, Boles, McKee & McMurrian [13] and the  $X^2/df$  value (less than standard 3) and

RMSEA proposed by Kim though the  $X^2$  value did not meet the standard [14]. The results of  $TLI=.963$ ,  $CFI=.970$ ,  $X^2/df=2.362$  and  $RMSEA=.051$  show that the fit was relatively satisfactory. In addition, all the scores of the standardized regression weights (over .5), the value of average variance explained (AVE) and construct reliability (over .7) were more than the standard value showing the satisfactory convergent validity.

Fornell & Larcker stated that there is discriminant validity between the two constructs if the value of AVE of each construct is more than the squared value of the correlation coefficient [15]. Therefore, the value of AVE presented in Table 2 was compared with the squared value of the correlation coefficient of each concept in the correlation analysis. As the value of AVE is more than the squared value of the correlation coefficient, the scales used in this study have discriminant validity.

After the verification of convergent validity and discriminant validity, Cronbach's  $\alpha$  testing was conducted for the verification of the reliability of the internal consistency of each factor. As are shown in Table 1, the values of Cronbach's  $\alpha$  in all factors are over .7 suggested by Nunnally & Bernstein [16] thus proving the internal consistency of all the factors.

**Table 1. Confirmatory factory analysis & reliability**

Factors	Item	B	$\beta$	$1-\lambda^2$	t	AVE	C. R	Cronbach's $\alpha$
Relational Value	1	1	.849	.279	-	.753	.924	.924
	2	1.042	.900	.190	26.819***			
	3	.988	.874	.236	25.590***			
	4	.986	.847	.283	24.297***			
Hedonistic Value	1	1	.638	.593	-	.535	.771	.758
	2	1.331	.878	.229	11.857***			
	3	.1014	.653	.574	12.013***			
	4 <sup>a</sup>							
Brand Image	1	1	.750	.438	-	.643	.878	.877
	2	1.140	.812	.341	18.237***			
	3	1.123	.828	.314	18.587***			
	4	1.206	.815	.336	18.311***			
Brand Attitude	1	1	.815	.336	-	.665	.855	.847
	2	1.092	.904	.183	20.869***			
	3	.861	.717	.486	17.311***			
Continuance Viewing Intention	1	1	.847	.283	-	.655	.880	.836
	2	1.026	.876	.233	20.687***			
	3	.929	.694	.518	16.755***			

$\chi^2=257.440(df=109, p=.000)$ ,  $\chi^2/df=2.362$ ,  $TLI=.963$ ,  $CFI=.970$ ,  $RMSEA=.051$

\*\*\* $p<.001$ , <sup>a</sup> Deleted as an item that hinders validity

**Table 2. Correlation analysis**

Factors	1	2	3	4	5
Relational Value	1				
Hedonistic Value	.085**	1			
Brand Image	.456**	.213**	1		

Brand Attitude	.234**	.313**	.474**	1	
Continuance Viewing Intention	.208**	.207**	.481**	.487**	1

\*\* $p < .01$ 

#### 4.2 Hypothesis verification result

All hypotheses were adopted as the test results for the path analysis hypothesis and the path of the research model. Details are shown in Table 3 and Figure 2 below.

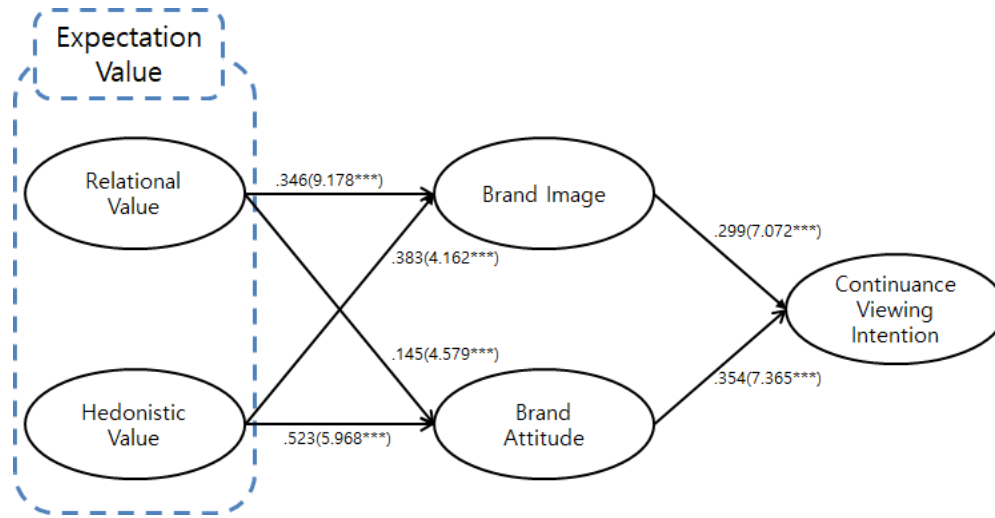


Figure 2. Result model

Table 3. Hypothesis verification result

Hypothesis				B	$\beta$	s.e	<i>t</i>	Result
H1a	Relational Value	→	Brand Image	.346	.442	.038	9.178***	O
H1b	Hedonistic Value	→	Brand Image	.383	.201	.092	4.162***	O
H2a	Relational Value	→	Brand Attitude	.145	.213	.032	4.579***	O
H2b	Hedonistic Value	→	Brand Attitude	.523	.316	.088	5.968***	O
H3	Brand Image	→	Continuance Intention	.299	.341	.042	7.072***	O
H4	Brand Attitude	→	Continuance Intention	.354	.350	.048	7.365***	O

\*\*\* $p < .001$  /  $\chi^2 = 316.159$  ( $df = 112$ ,  $p = .000$ ),  $\chi^2/df = 2.823$ , TLI = .950, CFI = .959, RMSEA = .059

## 5. Conclusion

We can see from the results of this study that the expectation value of YouTube sports content viewers has a positive impact on continuance intention through brand image and brand attitude. In other words, the expectation value formed by YouTube Sports contents viewers through content viewing has a positive impact on brand image and brand attitude, which ultimately has a positive impact on continuance intention.

Therefore, YouTubers who produce YouTube sports content or those in charge of companies that run YouTube channels will have to come up with various measures to help viewers build high expectation value for their YouTube content. In particular, if viewers are able to accurately understand what they want through

seamless interactive communication with viewers and produce content that is appropriate for them, viewers' image and attitude toward their YouTube content will be formed positively. And viewers will continue to watch their YouTube content.

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