

The Structural Relationship between SNS Sports Advertisement Engagement and Advertising Attitude and Purchase Intention

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Abstract

The purpose of this study was to investigate the relationship between the formation of advertising attitudes and purchase intentions for users' products according to the difference in engagement of SNS sports advertisements and provide them with evidence to suggest directions for SNS sports advertising strategies.

For this purpose, after establishing a hypothesis between engagement, advertising attitude, and purchase intention, a questionnaire was distributed to employees of sports administration organizations that have experienced or are using SNS and statistically processed using 460 copies of self-administration. Through this process, we obtained the following results. First, it was found that engagement had a significant effect on advertising attitude. Second, it was found that engagement had a significant effect on purchase intention. Third, it was found that advertising attitude had a significant effect on purchase intention.

From the results of this study, it can be seen that the SNS sports advertisement engagement has a positive effect on the attitude and purchase intention of advertisements conducted on SNS. In other words, it should be actively used to increase more efficient advertising attitudes and purchase intentions through this identified engagement.

Keywords: *SNS Sports Advertisement, Engagement, Advertising Attitude, Purchase Intention.*

1. Introduction

Changes in the media environment in modern society are affecting consumers' media communication, enabling immediate and interactive feedback between media users or between media users and media systems. Social media, which rapidly increases the number of users, played a big role in this change. It has been more than a decade since such Social Network Service(SNS) has become a major tool for modern people's communication. In particular, a new culture is being formed with the creation of channels such as YouTube and Instagram.

According to a survey by global research firm Statista, the number of SNS users worldwide in 2019 is

expected to be 2.095 billion, and 3.02 billion people are expected to use it after 2021 [1], and as with the global trend, the size of domestic SNS users is expanding. According to a report by the Korea Information and Communication Policy Institute in 2019, about 30 million domestic users used it in 2018, and more than 40 million users are expected to use it in 2023 [2].

SNS has a variety of contents, and it can be predicted that the number of users will increase explosively as it becomes available anytime and anywhere due to the popularization of smartphones. These SNS plays an important role as a communication channel for modern people as a tool for images and videos, and it can be seen that the increase and change of users are leading to the development of SNS advertisements and moving on to commerce.

According to Bloomberg News, Instagram's advertising revenue in 2019 is more than \$20 billion, and YouTube advertising sales are \$15 billion indicating that advertising marketability through SNS is increasing even more [3]. Meanwhile, the market of SNS advertisements increases, engagement is emerging as an important variable in content evaluation executed through the media in this regard, and its importance is being emphasized. This can be seen as an important attribute and a factor that can maximize the effectiveness of advertising in the advertising and marketing areas, because it can cause advertising congestion as well as an increase in the amount of information on SNS [4].

This engagement is used in various meanings as it appears in digital media, but it is a concept that includes many factors such as involvement, interference, preference, and association, and the degree to which users exposed to media information or content through emotional experience understand, immerse, and focus on these information [5].

Calder & Tamhene defined engagement as increasing the active ability of consumers to focus and explore attention by interacting with brands and grasping meaning in depth personally [6, 7].

This concept is a qualitative concept of how deeply and closely users grasp, focus, and understand the information, and many studies are being conducted in this area to understand the effectiveness of advertisements [8].

Consumers generally buy information from their memories after a certain period of time rather than purchasing the product immediately after seeing the advertisement. Therefore, it can be said that it is important to form a consumer's attitude toward the product in order to stimulate the consumer's purchase intention through advertisements. Ducoffe proved the process of forming consumer attitudes exposed to advertisements and stated that consumers' perceptions and attitudes are formed by advertisements [9].

This cannot be an exception to SNS advertisements. In other words, it can be seen that users will form an attitude toward products in SNS advertisements, which eventually affects advertising attitudes and purchase intentions through advertisements.

Therefore, in this study, it is expected that the relationship between the formation of advertising attitudes and purchase intentions for users' products can be used as evidence to present directions for SNS sports advertising strategies through structural models.

2. Research hypothesis

The research hypothesis established in this study was based on the results and theoretical grounds shown in previous studies. The details are as follows.

2.1. Relationship between engagement and advertising attitude

Regarding the relationship between engagement and advertising attitude, Cho & Jeon said there were differences depending on the media platform, and YouTube said that the more entertainment factors and advertising stimulation factors on Instagram, the higher the advertising attitude [10]. In addition, a study by Hong said that engagement has a positive effect on advertising attitudes. Focusing on the preceding studies above, the following hypothesis was established [11].

Hypothesis 1. Engagement will have a significant influence on advertising attitudes.

2.2 Relationship between engagement and purchase intention

Looking at previous studies related to the relationship between engagement and purchase intention, a study on advertisements by martial arts sports goods companies showed that engagement has a positive effect on purchase intention [12]. In addition, a study related to sports brand SNS by Jeon said that media engagement had a positive effect on purchase intention. Therefore, the following hypothesis was established for the relationship between the intention to purchase engagement [13].

Hypothesis 2. Engagement will have a significant influence on purchase intention.

2.3. Relationship between advertng attitude and purchase intention

Regarding the relationship between advertising attitude and purchase intention, a study by Kim, Yoon & Bang said that media engagement has a positive effect on consumers' purchase intention for advertising products [14]. In addition, in a study related to YouTube advertisements by Byun & Kim, it was said that advertising attitudes had a positive effect on purchase intention [15]. Therefore, the following hypothesis was established for the relationship between advertising attitude and purchase intention.

Hypothesis 3. Advertising attitude will have a significant influence on purchase intention.

The research model set up around the above research hypothesis is shown in Figure 1 below.

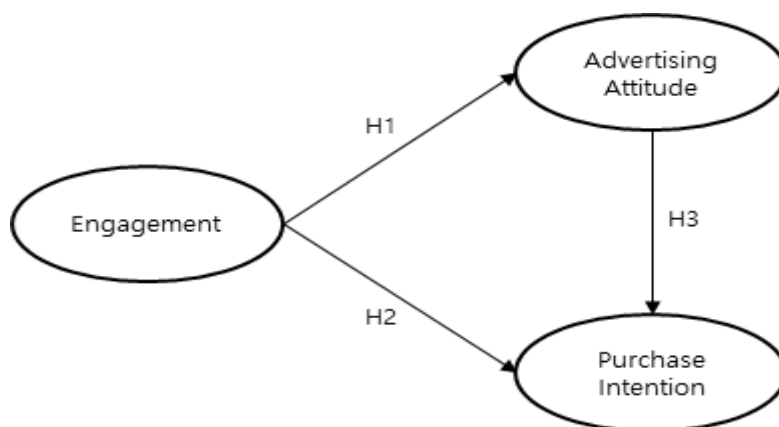


Figure 1. Study model

3. Research Method

3.1. Research Subjects

The subjects of this study were employees of sports administration organizations who experienced SNS as a population. As for the sampling method, a sample was extracted using the convenience sampling method among the non-probability sampling methods. In order to collect data, 17 city and provincial sports associations across the country cooperated in the survey, and using the Google app, the questionnaire was distributed to the subjects along with explanations on the purpose of this study, and the data was collected by self-administration. Through this process, a total of 510 questionnaires were collected, of which 50 copies of data judged to be poor or unreliable were excluded, and 460 copies of the questionnaires were used as the final valid sample. Accordingly, the general characteristics of these study subjects are shown in Table 1.

Table 1. General characteristics of subject

Classification		Frequency	Percentage(%)
Sex	Male	287	66.4
	Female	173	33.6
Age	20s	98	17.7
	30s	178	38.7
	40s	145	32.2
	50s or Over	39	11.4
		460	100

3.2. Research Tools

The survey tool used in this study is a questionnaire. The composition of the questionnaire was modified and supplemented to suit the purpose of the human study based on the questions used in previous studies. The details of the composition of the questionnaire are as follows.

The questionnaire for measuring engagement was constructed based on the questions used in the study of Lim, Huang, Kim, Biocca [16]. The questionnaire for measuring advertising attitude and purchase intention was constructed based on the questions used in the study of Yang Min-hyuk [17].

3.3. Validity and Reliability Analysis

Confirmatory factor analysis was conducted to verify convergent validity and discriminant validity for all research units, resulting in the results shown in Table 2. The suitability was verified through TLI (standard .9 or higher) and CFI (standard .9 or higher) suggested by Netemeyer, Bearden & Sharma [18], and χ^2/df values (standard 3 or less) and RMR (standard .05 to .08 or less) suggested by Kim Gye-soo [19]. As a result, TLI=.961, CFI=.971, $\chi^2/df=2.346$, RMR=.045, indicating that it satisfies the suitability relatively. In addition, in order to confirm the centralized validity, the standard accuracy suggested by Kim, the average variance extraction (AVE) value, and the conceptual reliability were compared. As a result, it was found that all factors were above the criteria of AVE (more than 5), concept reliability (more than 7), and standard accuracy (more than 5), satisfying all of the criteria, satisfying the concentrated validity [19].

In addition, as a result of verifying the reliability, it was confirmed that the reliability coefficient

values of all constituent concepts were .7 or higher as shown in by 2, indicating that they were relatively reliable.

Table 2. Confirmatory factory analysis & reliability

Factors	S.E.	M.E.	C. R	AVE	Cronbach's α
Engagemant 1	.801	.415			
Engagemant 2	.802	.443	.845	.645	.871
Engagemant 3	.890	.285			
Ad. Attitude 1	.888	.267			
Ad. Attitude 2	.945	.151	.941	.799	.952
Ad. Attitude 3	.937	.145			
Ad. Attitude 4	.885	.279			
Purchase intention 1	.941	.149			
Purchase intention 2	.940	.132	.942	.804	.950
Purchase intention 3	.897	.225			
Purchase intention 4	.854	.301			

$\chi^2=96.168(df=41, P=.000)$, $\chi^2/df=2.346$, TLI=.961, CFI=.971, RMR=.045

Correlation was analyzed to verify the discriminant validity between each factor. Looking at the results, as shown in Table 3, the relationship direction between each factor appeared as the hypothesis set in the study. Discriminant validity was verified through comparison between the square value of the correlation coefficient and the AVE value, a method of verifying discriminant validity suggested by Fornell and Larcker [20]. Fornell and Larcker stated that discriminant validity is satisfied between the two constituent concepts if the AVE value is larger than the square value of the correlation coefficient of each constituent concept of the two constituent concepts. Therefore, it can be seen that the scales used in this study have discriminant validity through the AVE values presented in Table 2 and the square values of the correlation coefficient presented in Table 3.

Table 3. Correlation analysis

Factor	I	II	III
Engagement	1		
Advertising attitude	.488***	1	
Purchase intention	.538***	.707***	1

*** $p < .001$

3.4. Data Processing Methods

Data processing was performed using SPSS 23 and AMOS 18 to achieve the purpose of this study.

Frequency analysis was conducted to explain the general characteristics of the survey subjects and the composition of the survey questions, and exploratory factor analysis and Cronbach's test were conducted to ensure reliability for the feasibility of the survey tools.

In addition, structural equation model analysis was performed to verify the concentrated feasibility and discriminative feasibility of the measured items shown in the exploratory factor analysis results, correlation analysis, and hypothesis verification.

4. Results

Table 4 shows the results of structural equation model analysis to verify the research model set in this study. It was found that the fit of the model was relatively appropriate. And all hypotheses established in this study were adopted. The details are shown in Table 4.

Table 4. Hypothesis verification result

		Hypothesis		Estimate	S.E.	t
H1	Engagement	⇒	Advertising attitude	.564	.094	6.014***
H2	Engagement	⇒	Purchase intention	.629	.076	8.238***
H3	Advertising attitude	⇒	Purchase intention	.315	.088	3.600***

$X^2=96.168(df=41, P=.000)$, $X^2/df=2.346$, $TLI=.961$, $CFI=.971$, $RMR=.045$, $***p<.001$

5. Conclusion

Through the results of this study, it can be seen that SNS engagement can have a positive effect on the attitude and purchase intention of advertisements conducted on SNS. Through this, it is judged that officials such as advertisers or advertising agencies that advertise on SNS need to accurately grasp the engagement of subjects using SNS. The public will use and enjoy SNS due to various engagement frameworks. If other appropriate advertising strategies are used for such public engagement, it will be possible to increase not only the attitude toward advertising but also the direct purchase intention.

Therefore, various measures should be sought to understand the public's engagement. To this end, active communication with various public who access SNS is considered important. In addition, it should be actively used to increase more efficient advertising attitudes and purchase intentions through this identified engagement.

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