

## An Empirical Study of YouTube Knowledge Contents Viewing and Purchase Intentions: Focusing on The Survey of <Chekgrim> Subscribers

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### Abstract

As YouTube is rapidly growing as an information platform, we investigated practical impacts of YouTube knowledge content and creator characteristics on viewer satisfaction and purchase intention. In so doing, an empirical survey was conducted among the viewers of <Chekgrim>, one of representative book YouTube channels in Korea. A total of 641 valid samples were analyzed. This study aims to understand the impact of knowledge contents on YouTube, and creator characteristics on viewer satisfaction and purchase intention. Specifically, for the study, content characteristics were divided into three sub-factors: entertainment, information, and interactivity, and the creator characteristics were divided into two sub-factors: intimacy and professionalism. Viewing satisfaction and purchase intention were set as dependent variables. The results of various analyses confirm that creator characteristics have direct and indirect effects on viewers' purchase intentions, and in particular, intimacy has the greatest influence on purchase intentions. This is expected to be a meaningful empirical analysis for future influencer marketing strategies and effective communications between content creators and consumers.

**Keywords:** YouTube, Knowledge Content, Influencer Marketing, Viewer Satisfaction, Purchase Intent

### 1. Introduction

YouTube continues to expand its influence in the field of video viewing, and is also rapidly growing as an information platform used by people around the world, regardless of age or gender. YouTube also has a high share of information search in Korea, and according to the 2023 Internet User Survey YouTube ranked second(59.3%) after Naver(87.7%) as the platform used to search for information [1]. In December 2021, Among eight trends in the Korean YouTube markets for the year, of which the rise of knowledge-based channels was the fourth [2]. Also YouTube-Korea's top 10 most popular channels of 2021 included educators such as 'Syukaworld' (3.26 million subscribers) and 'Knowledge Mouth' (1.31 million subscribers), while fastest-growing channels include 'Just 1 min' (994,000 subscribers), 'Knowledge Pirates'(1.11 million subscribers), and 'Kim Jiyeon's Knowledge Play'(949,000 subscribers) [3]. This confirms the popularity and influence of knowledge contents on YouTube.

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This shift in the media platform landscape has led to new changes in the way companies market themselves. The publishing industry is no exception. YouTube is gaining traction as a publishing marketing communications channel, and the main channels through which readers access books are changing. According to a recent survey, portal sites (19.0%), online bookstores (14.7%), and social media (8.6%) are emerging as the main channels, while advertising and introductions through traditional media (TV, newspapers, radio, etc.) accounted for only 5.9% [4]. This is why many publishers have already launched their own YouTube channels or are actively marketing their books through Booktuber channels. Some of the most popular Booktuber channels include ‘Chekgrim’ (528,000), ‘Studian’ (1.94 million), ‘You’re So Smart’ (1.28 million), and ‘Jisik is Knowledge’ (520,000).

As mentioned above, YouTube is rapidly developing as an effective and ideal platform for marketing communication [5]. However, most of the research in this area focuses on YouTube as a communication tool and a means of providing product information and there is a relative lack of empirical research on the impact of YouTube content and creator characteristics on product purchase intention [6]. Furthermore, most of the research has been focused on the food service, gaming, and beauty sectors. There has also been some research in the area of knowledge and publishing, but it is still in its infancy and further research is needed to develop a comprehensive understanding of publishing marketing beyond academic studies.

In this context, this study aims to examine the influence of YouTube as a means of communicating knowledge contents. To this end, we categorized the motivations for using YouTube into the characteristics of content and the characteristics of YouTube creators, and examined the influence of these variables on viewing satisfaction and purchase intention, in order to draw implications for YouTube-based marketing. This study aims to provide meaningful data for knowledge content production and marketing utilizing YouTube influencers, and at the same time, it is expected to provide theoretical and practical implications for content-related industries preparing for online communication with potential readers.

## **2. Theoretical Background and Literature Review**

### **2.1 The Rise of YouTube as a Knowledge Content Channel and Influencer**

YouTube is becoming more than just a place for videos, it's also becoming a platform for information and knowledge. As the role of information search on YouTube grows, so does the popularity and influence of knowledge contents. A wide range of creators, from experts to laypeople, are creating and sharing educational contents on topics such as science, history, technology, language learning, and more, and viewers are interacting with them through comments, likes, and shares. In a study of knowledge contents, YouTube knowledge content as informative materials on YouTube that include knowledge and information [7]. In this study, we will define YouTube knowledge content as “content that contains knowledge and information to satisfy users' intellectual curiosity”.

The literature suggests that emerging media are used primarily for information seeking, status maintaining, entertainment, and relationship building motives [8]. The most representative and traditional approach in this regard is Uses and Gratification Theory. This theory posits that media users are goal-oriented and use media to fulfill their needs, and that the user takes the initiative in the media-user relationship [9]. In early research, uses and gratification theory was mostly applied to explain the motivations for using traditional media such as TV and radio. However, as new media, such as the Internet and mobile devices, have recently become the dominant media, use and gratification research has been extended to new media in general. In particular, as YouTube have become a content trend, the scope of the theory has expanded to include new content such as

vlogs [10].

To date, the number of studies on YouTube contents has been steadily increasing, but there are still not many empirical studies that examining knowledge contents. In the existing studies on YouTube, different researchers have different motivations for using YouTube, but a study focusing on YouTube's one-person media cited informativeness, entertainment, and interactivity as representative characteristics, and in motivation research using personal broadcasting on the internet, identified informativeness, entertainment, and interactivity as well as differentiation and habit [6, 11].

Based on the previous research, this study categorizes the motivation to use YouTube knowledge contents into three dimensions: entertainment, information and interactivity. Entertainment refers to the emotional states such as pleasure and interest that viewers experience after watching the content, which refers to the extent to which viewers find the content entertaining or perceive it as pleasant and enjoyable after watching it [12]. Informativeness is the provision of information about a product or service, which enables consumers to make various comparisons and make optimal decisions, and it has been found that subscribers' viewing time increased when they wanted to get information through personality media [12, 13]. Interactivity is a universal concept that includes both human-to-human and human-to-media relationships, where users influence each other's behavior or experience [14]. In particular, the interactivity of Internet personal broadcasting content is the most distinctive feature of traditional media.

As YouTube's influence continues to grow, so does the business and marketing of utilizing YouTube influencers. An influencer is an individual who influences followers with knowledge and expertise in a specific field and plays an important role as an opinion leader or trend setter [15]. In particular, people who create and broadcast video contents on YouTube are called Youtubers or creators.

Influencer-generated content has become more influential than mass media in the past, and their opinions and evaluations of products have a strong impact on consumers and are being recognized as effective marketing tool [16]. Forbes estimates that the influencer marketing budget in 2021 will be \$13.8 billion, which means that many companies are already running various campaigns to increase their advertising effectiveness by collaborating with influencers [17].

## **2.2 Booktube Viewing Satisfaction and Purchase Intentions**

The knowledge and publishing industry is no exception to this change. A variety of book-related content has become popular on the You Tube platform, and these are called 'booktubers.' Their content includes not only book information and reviews, but also various activities related to books, such as book readings and event sketches. YouTube, in particular, is one of the most preferred media for consumers, making it the platform with the most influence over audiences. However, it is difficult to assess specifically how much influence creators actually have, especially with their audiences [18]. Since creators are information sources in YouTube content, we derived variables corresponding to information source attributes as creator attribute variables based on the theoretical basis of advertising model attributes. According to previous research, advertising model attributes can be categorized into two types: credibility and attractiveness model, where expertise and credibility are attributes of the credibility model, and intimacy, similarity, and likability are attributes of the attractiveness model [19]. Another study categorized YouTube influencer attributes were categorized as credibility, similarity, and likability [20]. It was also found that YouTube creators' objectivity, trustworthiness, intimacy, and expertise influence viewers' intention to purchase products [21].

Therefore, this study identified two main dimensions of YouTube creators' characteristics. Intimacy was

selected as an attribute of the attractiveness model and expertise was selected as an attribute of the credibility model. Intimacy refers to the degree of closeness between the informant and the receiver. A study of e-sports broadcasting found that the higher the intimacy of BJs, the higher the affection for the target [22]. Expertise refers to the informant's ability to have more than a general level of competence in a specific field. If the receiver highly values the informant's expertise, they will perceive the value of the information provided, which can have an important impact on behavior change [23]. Furthermore, YouTube users searching for job-related information on YouTube tend to perceive higher educational value of the video when the creator's expertise is recognized [24]. Satisfaction refers to a comprehensive psychological state that appears as a combination of pre-existing emotions and mismatched expectations due to past consumption experiences [25]. In particular, satisfaction with the use of solo media content refers to the process of obtaining satisfaction while using a specific media content. Recent studies indicate that new media platform like YouTube may have relatively high viewing satisfaction because users can select content that matches their preferences [26].

In the context of these existing research trends, this study aims to demonstrate the impact of YouTube's 'Chekgrim' channel, which conveys knowledge based on books, by comprehensively analyzing the characteristics of knowledge contents, creator characteristics, viewer satisfaction, and purchase intention. This study is expected to provide important implications for effective knowledge delivery and marketing strategies through YouTube.

In this study, we define viewing satisfaction with YouTube knowledge content as the degree of overall satisfaction gained after watching YouTube knowledge contents, and set the following research hypotheses to test what factors affect viewing satisfaction in the context of knowledge content.

Hypothesis 1. Motivation to use YouTube knowledge contents and creators will influence viewers' satisfaction.

Hypothesis 1-1. YouTube knowledge content characteristics will affect viewers' satisfaction.

Hypothesis 1-2. YouTube creator characteristics will affect viewers' satisfaction.

Next, purchase intention is a predictor of future consumption behavior, whether an individual is willing to purchase a specific product, and has been studied as a dependent variable because it is directly related to corporate management performance. Purchase intention refers to a consumer's willingness to purchase a specific service or product, and it is the likelihood that a consumer's beliefs will be manifested in behavior, and it can be said that purchase intention and actual purchase behavior have a positive influence on each other [27].

A study on personal travel broadcasts on YouTube found that viewer satisfaction positively impact visiting intention. Similarly, in a study of sports branded content characteristics on YouTube, content characteristics such as informativeness and entertainment had a significant effect on purchase intention. Additionally, research on educational influencers on TikTok revealed that influencer characteristics such as expertise and familiarity had a significant effect on purchase intention [25, 28, 38].

Based on the previous studies, purchase intention in this study is defined as the willingness of users who have watched knowledge content on YouTube to purchase the products covered or introduced in the content in the future. To test the relationship between viewing satisfaction and purchase intention, we set the following research hypotheses.

Hypothesis 2. Viewing satisfaction of YouTube knowledge content will influence purchase intention.

Hypothesis 3. Motivation to use YouTube knowledge contents and creators will influence purchase intention.

Hypothesis 3-1. YouTube knowledge content characteristics will influence purchase intention.

Hypothesis 3-2. YouTube creator characteristics will influence purchase intention.

Hypothesis 4. Motivation to use YouTube knowledge content will influence purchase intention via viewing satisfaction.

Hypothesis 4-1. YouTube knowledge content characteristics will influence purchase intention via viewing satisfaction.

Hypothesis 4-2. YouTube creator characteristics will influence purchase intention via viewing satisfaction.

### 3. Research Methods

#### 3.1 Operational Definitions and Variable Measurements

In this study, YouTube content characteristics (informational, entertainment, interactivity), YouTube creator characteristics (intimacy, professionalism), viewing satisfaction, and purchase intention were set as the main measurement variables to test the hypotheses. These variables were operationalized to reflect the characteristics of this study by comprehensively reviewing previous studies, and based on the concepts that have already been validated for reliability and validity in previous studies. Most of question were measured on a 7-point Likert scale ranging from not at all (1) to very much so (7). The specific questions of this study are shown in Table 1 [6, 21, 29-38].

**Table 1. Organization of metrics**

Factor		Measurement Questions
Content Characteristics	Entertainment	This YouTube knowledge content brings me joy. This YouTube knowledge content stimulates my curiosity. This YouTube knowledge content and booktube are interesting in the way they express and convey their messages.
	Informativeness	I watch this YouTube knowledge content and booktube to obtain information of interest to me. I watch this YouTube knowledge content and booktube to gain various information and ideas from others. I watch this YouTube knowledge content and booktube to stay informed about what is happening in the world.
	Interactivity	I watch this YouTube knowledge content and booktube because they allow for free communication with the creators through chat windows, comments, and likes. I watch this YouTube knowledge content and booktube because I am curious about other people's opinions. I watch this YouTube knowledge content and booktube because I can comment and ask questions. I watch this YouTube knowledge content and booktube to interact with people who have similar interests or preferences.
Creator Characteristics	Intimacy	I think the creator of this channel is friendly. I think the creator of this channel is approachable. I think the creator of this channel is not unfamiliar. I think the creator of this channel shares similar views with me.
	Expertise	I think the creator of this channel is skilled. I think the creator of this channel has extensive experience related to the content they produce. I think the creator of this channel is an expert in the relevant field. I think the creator of this channel has a wealth of professional knowledge in the field they produce content for.
Viewing Satisfaction		I am overall satisfied with this YouTube knowledge channel. I am overall satisfied with the content presented on this YouTube knowledge channel. I have a positive opinion of this YouTube knowledge channel. Using this YouTube knowledge channel tends to fulfill my needs. The information I gain from this YouTube knowledge channel exceeds my expectations.
Purchase Intention		I have purchased products introduced after watching this YouTube knowledge content. I will buy the products introduced or use related products after watching this YouTube knowledge content. I am inclined to prioritize purchasing products introduced on this YouTube knowledge channel. I developed a purchase intention when the creator of the channel explained the product. I intend to continue watching this YouTube knowledge channel even if it switches to paid content.

### 3.2 Sampling Method and Descriptive Analysis

This study conducted a survey of booktubers who subscribe to YouTube channels related to knowledge content, especially books, through YouTube. Specifically, among the more than 500,000 subscribers of <Chekgrim>, a representative book YouTube channel in Korea, a survey was conducted in September 2023 among active subscribers who have been frequently using the channel within the past year, and 641 responses were used for analysis, excluding 4 unreliable responses.

As shown in Table 2, The demographics of the sample are characterized by age and reading volume. The 20-29 and 30-39 age groups make up the largest percentage of the total respondents at 36.2% and 34.3%, respectively, and in terms of annual reading, 333 respondents read 7 or more books, accounting for 52.0% of the total. This suggests that audiences in this age group have active reading habits and are likely to have a high level of interest and engagement with knowledge contents.

**Table 2. Descriptive statistics of survey sample**

Category		Frequency (n)	percentage (%)
Gender	Male	365	56.9
	Female	276	43.1
Age	Aged 10-19	33	5.1
	Aged 20-29	232	36.2
	Aged 30-39	220	34.3
	Aged 40-49	106	16.5
	Aged 50-59	50	7.8
Educational Background	High school graduate or below	54	8.4
	Currently attending or dropped out of a junior college/university	118	18.4
	Junior college/university graduate	392	61.2
	Graduate school or higher	75	11.7
	Others	2	0.3
Monthly Average Income	Less than 1 million KRW	157	24.5
	1 million KRW to less than 2 million KRW	51	8.0
	2 million KRW to less than 3 million KRW	180	28.1
	3 million KRW to less than 4 million KRW	115	17.9
	4 million KRW to less than 5 million KRW	61	9.5
	5 million KRW or more	77	12.0
Annual Reading Volume	not at all	13	2.0
	1-2 books	78	12.2
	3-4 books	134	20.9
	5-6 books	83	12.9
	More than 7 books	333	52.0
Annual Book Purchase Volume	not at all	24	3.7
	1-2 books	99	15.4
	3-4 books	127	19.8
	5-6 books	88	13.7
	More than 7 books	303	47.3

N = 641(100%)

### 3.3 An Analytic Model for The Study

This study aimed to analyze whether the motivation to use YouTube knowledge contents and BookTube has an impact on viewing satisfaction and purchase intention. Based on the previous studies reviewed in the theoretical background, the analytical framework of the entire study to test the hypotheses raised in this paper is as follows Figure 1.

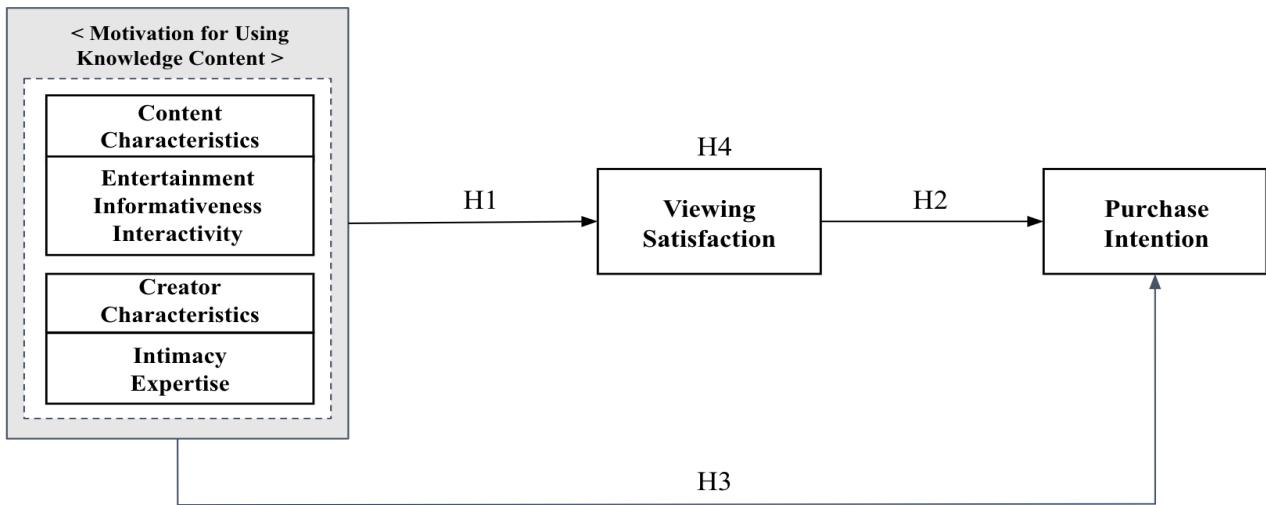


Figure 1. An analytic model for the study

## 4. Finding

### 4.1 Validating the Reliability and Validity of Key Factors

Reliability analysis and factor analysis were conducted to verify the reliability and validity of the constructs, including content characteristics, creator characteristics, viewing satisfaction, and purchase intention, which were set as the main variables in this study. Principal component analysis, a method of factor analysis, was used as a factor extraction method, and Varimax rotation was performed to increase the simplicity of the factors. The number of factors was based on factors with an Eigen-value of 1 or higher. As a result of the factor analysis, inappropriate items were removed based on the low commonality of the measured variables, items included in different concepts, and the significance of the factor loadings (.4 or higher) according to the sample size.

For content characteristics, interactivity met the significance criteria with values ranging from .908 to .537, but entertainment and informativeness did not meet the criteria. Therefore, the items "I watch this YouTube knowledge content to spend time without getting bored" and "The various content provided by this YouTube knowledge content is valuable information for me" were removed from the factor structure for analysis. For the creator characteristics, expertise showed values ranging from .848 to .599, and intimacy ranged from .851 to .463. Viewing satisfaction ranged from .843 to .641, and purchase intention ranged from .870 to .471, which were all finally verified.

### 4.2 Hypothesis Testing on Motivation, Viewer Satisfaction and Purchase Intent

#### 4.2.1. The Effect of Motivation to Use Youtube Knowledge Content on Viewing Satisfaction (H1)

To examine the unique impact of the independent variables on viewing satisfaction, we conducted a

multiple regression analysis. After controlling for the effects of the demographic variables of gender, age, and monthly income, the adjusted  $R^2$  value was 0.502, indicating that the explanatory power of the independent variables on viewing satisfaction was 50.2%, and the regression model was statistically significant ( $F=79.541$ ,  $p<.001$ ).

Table 3 showed that among the content characteristics, entertainment ( $\beta=.368$ ,  $p<.001$ ) and informativeness ( $\beta=.075$ ,  $p<.05$ ) had a significant effect on viewing satisfaction. On the other hand, interactivity did not show a statistically significant effect, which partially supported the research hypothesis 1-1. Furthermore, among the creator characteristics, intimacy ( $\beta=.144$ ,  $p<.001$ ) and expertise ( $\beta=0.320$ ,  $p<.001$ ) were identified as significant variables, and expertise, followed by intimacy, had a significant impact on viewing satisfaction, confirming that research hypotheses 1-2 were supported.

**Table 3. Regression analysis results between motivation to use knowledge content and viewing satisfaction**

	Variable	Unstandardized Coefficients		standardized Coefficients	t(p)	Collinearity Statistics	
		B	SE	$\beta$		TOL	VIF
Demographic Characteristics	(Constant)	1.183	.198		5.963***		
	Gender	.029	.046	.018	.615	0.928	1.077
	Age	.003	.026	.004	.109	0.707	1.414
	Monthly Income	-.015	.016	-.031	-.910	0.698	1.433
Content Characteristics	Entertainment	.344	.033	.368	10.284***	0.617	1.621
	Informativeness	.066	.030	.075	2.212*	0.694	1.441
	Interactivity	-.020	.017	-.038	-1.179	0.764	1.309
Creator Characteristics	Intimacy	.119	.030	.144	3.982***	0.607	1.649
	Expertise	.290	.031	.320	9.307***	0.669	1.495
$F(p)$		79.541***					
adj. $R^2$		.502					
Durbin-Watson		1.978					

\* $p<.05$ , \*\* $p<.01$ , \*\*\* $p<.001$

#### 4.2.2. The Relationship Between Viewing Satisfaction and Purchase Intent (H2)

To examine the unique impact of the independent variables on purchase intention, we conducted a multiple regression analysis. After controlling for the effects of the demographic variables of gender, age, and monthly income, the adjusted  $R^2$  value was .123, and the explanatory power of the variables on purchase intention was 12.3%, and the regression model was statistically significant ( $F=23.414$ ,  $p<.001$ ). Therefore, Hypothesis 2 is supported by confirming a significant effect between viewing satisfaction and purchase intention. The regression analysis table of the effect of viewing satisfaction on purchase intention is shown in Table 4.



**Table 4. Regression analysis results between knowledge content viewing satisfaction and purchase intention**

	Variable	Unstandardized Coefficients		standardized Coefficients	t(p)	Collinearity Statistics	
		B	SE	$\beta$		TOL	VIF
Demographic Characteristics	(Constant)	1.924	.340		5.666		
	Gender	-.442	.087	-.188	-5.053***	.988	1.012
	Age	.092	.050	.080	1.845	.726	1.378
	Monthly Income	.015	.031	.022	.498	.717	1.395
Viewing Satisfaction		.433	.055	.294	7.920***	.994	1.006
$F(p)$		23.414***					
adj. $R^2$		.123					
Durbin-Watson		1.975					

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

#### 4.2.3. Effects of Motivation to Use YouTube Knowledge Content on Purchase Intent (H3)

To examine the unique impact of the independent variables on purchase intention, we conducted a multiple regression analysis to examine the impact of the independent variables on purchase intention while controlling for the impact of the demographic variables of gender, age, and monthly income. As a result, the adjusted  $R^2$  value was 0.231, indicating that the explanatory power of the independent variables on purchase intention was 23.1%, and the regression model was statistically significant ( $F=23.676$ ,  $p < .001$ ). The specific analysis results are shown in Table 5.

Among content characteristics, interactivity was a significant predictor of purchase intent, with a significant impact ( $\beta=.177$ ,  $p < .001$ ). Among the creator characteristics, intimacy ( $\beta=.256$ ,  $p < .001$ ) and professionalism ( $\beta=.089$ ,  $p < .05$ ) were both significant, with intimacy being the strongest predictor. Therefore, Hypothesis 3-1 was partially supported and Hypothesis 3-2 was supported.

**Table 5. Regression analysis results between motivation to use knowledge**

	Variable	Unstandardized Coefficients		standardized Coefficients	t(p)	Collinearity Statistics	
		B	SE	$\beta$		TOL	VIF
Demographic Characteristics	(Constant)	1.022	.363		2.816**		
	Gender	-.285	.085	-.121	-3.347**	.928	1.077
	Age	.134	.048	.117	2.810**	.707	1.414
	Monthly Income	-.016	.030	-.023	-.553	.698	1.433
Content Characteristics	Entertainment	.052	.061	.037	.842	.617	1.621
	Informativeness	.036	.055	.027	.656	.694	1.441
	Interactivity	.137	.031	.177	4.443***	.764	1.309
Creator Characteristics	Intimacy	.313	.055	.256	5.715***	.607	1.649
	Expertise	.119	.057	.089	2.082*	.669	1.495
$F(p)$		23.676***					
adj. $R^2$		.231					
Durbin-Watson		2.058					

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

#### 4.2.4. The Mediating Effects of YouTube Knowledge Channel Viewing Satisfaction (H4)

A hierarchical regression analysis was conducted to test whether the motivation to use YouTube knowledge channels influences purchase intention through viewing satisfaction. The hierarchical regression analysis used Baron and Kenny's three-step analysis method, and the significance was tested using the Sobel Test.

The results of the second and third stage analysis are shown in Table 6. In the first stage of the analysis, as shown in the previous test of hypothesis 1, entertainment ( $\beta=.368, p<.001$ ) and informativeness ( $\beta=.075, p<.05$ ) among content characteristics and intimacy ( $\beta=.144, p<.001$ ) and professionalism ( $\beta=0.320, p<.001$ ) among creator characteristics had a statistically significant effect on viewing satisfaction. Examining the results of step 2, we found that among creator characteristics, intimacy ( $\beta=.256, p<.001$ ) and expertise ( $\beta=0.089, p<.05$ ) had a statistically significant effect on purchase intention.

Finally, in the third stage of validation, we found a statistically significant effect of familiarity ( $\beta=.240, p<.001$ ), with fewer standardized factors compared to the second stage, confirming a partial mediation effect. On the other hand, in the case of expertise, it was found to have a significant effect on purchase intention in step 2, but the effect disappeared in step 3 due to the introduction of the viewing satisfaction parameter, confirming that expertise fully mediates viewing satisfaction and affects purchase intention.

**Table 6. Mediating effects of knowledge content viewing satisfaction**

		Variable	Unstandardized Coefficients		standardized Coefficients	t(p)	Collinearity Statistics		
			B	SE	$\beta$		TOL	VIF	
s t e p 2	Demographic Characteristics	(Constant)	1.022	.363		2.816**			
		Gender	-.285	.085	-.121	-3.347**	.928	1.077	
		Age	.134	.048	.117	2.810**	.707	1.414	
		Monthly Income	-.016	.030	-.023	-.553	.698	1.433	
	Content Characteristics	Entertainment	.052	.061	.037	.842	.617	1.621	
		Informativeness	.036	.055	.027	.656	.694	1.441	
		Interactivity	.137	.031	.177	4.443***	.764	1.309	
	Creator Characteristics	Intimacy	.313	.055	.256	5.715***	.607	1.649	
		Expertise	.119	.057	.089	2.082*	.669	1.495	
	<i>F(p)</i>			23.676***					
	adj. $R^2$			.231					
	Durbin-Watson			2.058					
s t e p 3	Demographic Characteristics	(Constant)	.822	.372		2.211*			
		Gender	-.289	.085	-.123	-3.415**	.928	1.078	
		Age	.133	.047	.116	2.810**	.707	1.414	
		Monthly Income	-.014	.030	-.020	-.470	.697	1.435	
	Content Characteristics	Entertainment	-.007	.066	-.005	-.102	.528	1.893	
		Informativeness	.025	.055	.019	.451	.689	1.452	
		Interactivity	.141	.031	.182	4.563***	.763	1.311	
	Creator Characteristics	Intimacy	.293	.055	.240	5.299***	.592	1.690	
		Expertise	.070	.061	.052	1.149	.588	1.700	
	시청 만족도			.169	.073	.115	2.334*	.498	2.007
	<i>F(p)</i>			21.799***					
	adj. $R^2$			.237					
Durbin-Watson			2.052						

\* $p<.05$ , \*\* $p<.01$ , \*\*\* $p<.001$

Based on the above results, we conducted Sobel tests on the creator's closeness and expertise, which yielded significant results. As a result, the Sobel test values were 3.568 for familiarity and 6.154 for expertise, which are greater than 1.96, confirming that the mediating effect of viewing satisfaction is significant. Therefore, Hypothesis 4-1 is rejected and Hypothesis 4-2 is supported.

Lastly, we summarize the main findings and their inferential implications as follows. First, in terms of the motivation to use YouTube knowledge contents, this study found that entertainment, expertise, intimacy, and informativeness influenced viewing satisfaction. More specifically, among the content characteristics, entertainment and informativeness had a statistically significant impact on viewing satisfaction, and entertainment had the greatest impact on viewing satisfaction of YouTube knowledge contents, which is consistent with previous studies. In terms of creator characteristics, we found that intimacy and expertise had a statistically significant impact on viewing satisfaction, which can be interpreted in the same vein as previous studies [6, 10, 12].

Second, viewing satisfaction had a statistically significant impact on purchase intent. These findings show that content with high viewer satisfaction provides viewers with a positive experience, and this experience can directly influence purchase decisions. In a study of the characteristics of travel content on YouTube, higher user satisfaction with travel content on YouTube led to higher actual travel intentions [39]. Therefore, viewer satisfaction with content should be a priority in order to lead to purchase intentions.

Third, we found that the motivation to use YouTube knowledge contents influenced purchase intention in the order of intimacy, interactivity, and expertise. Previous study supports this study by confirming that the influencer characteristics of intimacy, expertise, and interactivity affect purchase intention [40]. In particular, intimacy has the strongest influence on purchase intention, suggesting that creators build intimacy through regular communication with viewers, and how well they are liked by viewers has a direct effect on increasing viewers' purchase intention. On the other hand, interactivity had no statistically significant effect on viewer satisfaction, but it had a direct effect on purchase intention.

Fourth, looking at demographic characteristics, age had a positive relationship with purchase intention ( $\beta=.114, p<.001$ ). Specifically, the older the age group, the higher the actual purchase intention for YouTube contents. While the higher intention to purchase among older audiences compared to younger audiences may be a result of the target audience of this study being booktubers, it is an interesting that it may be important for content creators and marketers to consider their target audiences in their marketing strategies, given existing research showing that older audiences read more than younger audiences.

## **5. Conclusion**

This study extends the field of research by examining the effectiveness of influencer marketing utilizing YouTube in knowledge contents, which has been somewhat lacking in prior research. Through the use and gratification theory approach to YouTube knowledge content, this study examined how the motivation to use knowledge contents affects viewing satisfaction and purchase intention.

In conclusion, the results show the relationship between the motivation to use YouTube knowledge contents and viewing satisfaction. Therefore, it is important to increase viewing satisfaction by creating contents that is not only informative but also entertaining and fun, along with communicating with viewers in a professional and friendly manner (comment exchange, feedback, question and answer, etc.). In addition, it can be inferred that producers of knowledge content on YouTube can increase viewer satisfaction with their content, both in terms of the content and the creator, which can lead to actual purchases of the content on YouTube. Also, we

find that the creator characteristics of intimacy and expertise have a statistically significant impact on purchase intention, mediated by viewing satisfaction. This suggests that the intimacy and expertise of content creators have a key impact on consumer satisfaction and purchase intentions. This shows that content creators and marketers need to capitalize on these characteristics when creating their YouTube contents.

Finally, we hope this study to be a meaningful empirical analysis for future influencer marketing strategies and effective communications between content creators and consumers. Nevertheless, since the study was conducted on a non-probability sample, limited to a booktuber channel called <Chekgrim> which has more than 500,000 subscribers, the generalizability of the results will be relatively limited, thus we look forward to further research on this topic in light of the recent trend of increasing consumption of knowledge contents on YouTube.

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