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A Study on Information Attitude, Brand Attitude, Usage Satisfaction, Brand Image and Brand Loyalty of YouTube Sports Contents Viewer

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Abstract

The purpose of this study is to analyze the structural relationship among information attitude, brand attitude, usage satisfaction, brand image and brand loyalty of YouTube sports Contents. The survey subjects to achieve the purpose of this study were selected the 490 YouTube sports contents Viewer in the metropolitan area. Data processing was done with SPSS 23 for frequency analysis, Cronbach's α analysis. Also, AMOS 21 was used for confirmatory factor analysis and structural equation model analysis. The results of the analysis are as follows: First, it is more effective to increase the attitude toward the brand itself rather than information attitude to use satisfaction Second, both information attitude and brand attitude were found to have a positive effect on enhancing brand image. In relation to attitude and image, it was possible to achieve research accumulation for YouTube users. Third, it was found that both the use satisfaction and the brand image presented in the previous study had a positive effect on brand loyalty.

Keywords: YouTube Sports Contents, Attitude(Information, Brand), Usage Satisfaction, Brand Image, Brand Loyalty.

1. Introduction

The rapid change in the media environment due to the popularization of content distribution has created a new paradigm in the content market(KISDI, 2019) [1]. This paradigm refers to the evolution of content according to the development and dissemination of mobile devices, and has rapidly changed the usage behavior of content consumers in response to new technological environments(Lee, Jeong & Kim, 2020) [2].

The YouTube platform is driving this. YouTube was produced in 2005 and has grown into the world's largest video social media. As of 2020, YouTube is the world's largest video platform and the app most used by Koreans, creating a huge impact on our lives(Choi, 2020) [3].

The reason YouTube was recognized as a successful platform is that it can be produced by users, so various characteristics can be reflected. Also, YouTube is playing a major role in spreading cultural phenomenon as many people in various countries around the world upload, view, comment and communicate with others of similar interest(Ahn & Park, 2019) [4].

The main factor that makes YouTube dominate the media market is that it produces numerous YouTube creators. YouTube creators are expanding content from existing entertainment, culture, media, and sports topics to produce content in all fields such as food, games, music, and movies, and consumers choose and consume content that suits their tastes. The YouTube Partner Program is a method in which YouTube authorize advertisements and distribute a portion of their advertising revenues when creators upload video contents to YouTube and want advertisements. This is because creators with a large number of subscribers can make high profits(Sisaweek, 2019) [5].

The sports field also threatens traditional mass media such as TV, radio, and newspapers in broadcasting and collecting related information. In addition, it has been spotlighted as sports-related information and educational contents. Academic research on YouTube, a powerful social media, is also actively underway. However, the detailed research on content is insufficient. This study intends to provide basic data for the segmentation of the social media industry by conducting an empirical study on sports contents provided on YouTube.

2. Study Hypothesis

The current study established hypothesis based on theoretical bases from previous literature. The causal relationships among information attitude, brand attitude, usage satisfaction, brand image and brand loyalty 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 Attitude(Information, Brand) and Usage Satisfaction

The viewers' information attitudes toward sports contents in YouTube can affect their usage satisfaction. In this regard, in a study of medical information quality to hospital website by Chang, Jung & Kim, medical information attitude has appeared to have a positive effect on usage satisfaction of hospital website [6]. And Son(2018) said that the attitude of SNS information acceptance had a positive effect on service satisfaction and environmental satisfaction among factors of usage satisfaction [7]. Therefore, the following hypotheses were established for the relationship between information attitude and usage satisfaction:

Hypothesis 1. Information attitude will have a significant effect on usage satisfaction.

The viewers' brand attitudes toward sports contents in YouTube can affect their usage satisfaction. Prior studies on attitudes and consumer satisfaction for brands or services have been studied from the perspective that attitude precedes satisfaction and that satisfaction precedes attitude. In this study, the viewer's brand attitude toward sports contents on YouTube has the view that it affects the satisfaction of use. In this regard, in a study of interactive technology by Eastman, Iyer & Eastman(2011), attitude has appeared to have a positive effect on user's satisfaction [8]. And Kim & Byeon(2013) said that the attitude of the spectators in professional basketball influenced the satisfaction of the spectators [9]. Therefore, the following hypotheses were established for the relationship between brand attitude and usage satisfaction:

Hypothesis 2. Brand attitude will have a significant effect on usage satisfaction.

2.2 Relationship Between Attitude(Information, Brand) and Brand Image

The viewers' brand attitudes toward sports contents in YouTube can affect their brand image. The brand image can be defined as the perception of a brand projected by the brand association left in consumer memory. Lee, Sun., & Lee(2019) stated that the brand image consists of attributes, benefits, and attitudes for each brand [10]. In other words, brand attributes, benefits, and attitudes form a brand image. In this regard, a study by

Kim, Noh & Lee (2018) showed that SNS advertising attitude had a positive effect on the image of a sports brand, and a study by Gim, Kim & Zhuo(2017) suggested a causal relationship between professional baseball team attitude and team image [11]. Therefore, the following hypotheses were established for the relationship between brand attitude and brand image:

Hypothesis 3. Information attitude will have a significant effect on brand image.

The viewers' brand attitudes toward sports contents in YouTube can affect their brand image. Prior studies on brand attitudes and consumer image for brand have been studied from the perspective that brand attitude precedes brand image and that brand image precedes brand attitude. In this study, the viewer's brand attitude toward sports contents on YouTube has the view that it affects the brand image. In this regard, study by Lee (2019), pre-attitude toward sports apparel brands had a positive effect on the brand's two mages(functional, familiarity) [12]. In addition, the study on Korean red ginseng brand of Cho(2010) said that brand attitude had a positive effect on brand image [13]. Therefore, the following hypotheses were established for the relationship between brand attitude and brand image:

Hypothesis 4. Brand attitude will have a significant effect on brand image.

2.3 Relationship Between Usage Satisfaction and Brand Loyalty

The viewers' usage satisfaction toward sports contents in YouTube can affect their brand loyalty. As a result of previous studies(Ali, Kim, Li & Jeon, 2018; Chae & Byun, 2019) in various industries, it was suggested that consumer satisfaction has a positive effect on brand loyalty [14, 15]. In this regard, in a study of SNS website quality by Lee & Kim(2012), user satisfaction has appeared to have a positive effect on brand loyalty [16]. Therefore, the following hypotheses were established for the relationship between usage satisfaction and brand loyalty:

Hypothesis 5. Usage satisfaction will have a significant effect on brand loyalty.

2.4 Relationship Between Brand Image and Brand Loyalty

The viewers' brand image toward sports contents in YouTube can affect their brand loyalty. In this regard, in a study of branded coffee shops by Yun(2017), brand image has appeared to have a positive effect on brand loyalty [17]. And Kim & Chang(2018) said that the brand image of corporate complex culture space influenced the brand loyalty [18]. Therefore, the following hypotheses were established for the relationship between brand image and brand loyalty:

Hypothesis 6.Brand Image will have a significant effect on brand loyalty.

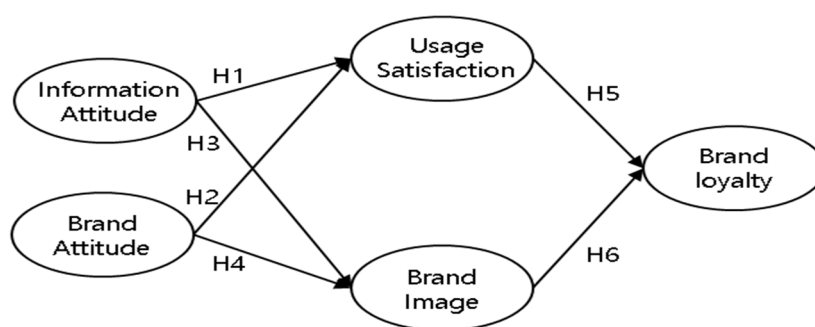The following Figure 1 shows a model built around the hypothesis of this study

Figure 1. Study model

3. Research Method

3.1 Research Subjects

For the study, 521 sample was extracted by setting viewers of sports-related content among social media users residing in the metropolitan area. Among the surveys collected, 31 copies of the contents were incorrect. The final 490 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, information attitude consisting of 3 questions, and brand attitude consist of 3 questions. Usage satisfaction consists of 5 questions, and brand image consists of 4 questions. Brand loyalty consists of 6 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 [19], the fit was verified with the TLI and CFI suggested by Netemeyer, Boles, McKee & McMurrian [20] 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 [21]. The results of TLI=.950, CFI=.957. X^2/df=2.537 and RMSEA=.056 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 [22]. 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 α 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 α in all factors are over .7 suggested by Nunnally & Bernstein [23] thus proving the internal consistency of all the factors.

Table 1. Confirmatory factory analysis & reliability

Factors	item	B	β	1-λ²	t	AVE	C. R	Cronbach's α
	1	1	.779	.393	-			
	2	1.091	.832	.308	17.603			
	3	1.143	.759	.424	16.360			
	1	1	.820	.229	-	.610	.823	.833

Factor	Item							
Brand attitude	2	1.058	.878	.518	21.396			
	3	.845	.694	.424	16.236			
Usage satisfaction	1	1	.715	.489	-			
	2	1.083	.785	.384	16.384			
	3	1.224	.841	.293	17.472	.601	.882	.880
	4	1.052	.782	.388	16.319			
	5	1.114	.746	.443	15.576			
Brand image	1	1	.751	.436	-			
	2	1.145	.813	.339	17.708			
	3	1.119	.830	.311	18.077	.639	.876	.876
	4	1.196	.802	.357	17.482			
Brand loyalty	1 [a]							
	2	1	.693	.520	-			
	3	1.210	.729	.469	14.866			
	4	1.424	.842	.291	16.928	.623	.892	.891
	5	1.321	.843	.289	16.940			
	6	1.342	.828	.314	16.682			

[a] Deleted as an item that hinders validity / x^2=405.922(df=160, p=.000), x^2/df=2.537, TLI=.950, CFI=.957, RMSEA=.056

*** p<.001

Table 2. correlation analysis

Factors	1	2	3	4	5
Information attitude	1				
Brand attitude	.690**	1			
Usage satisfaction	.565**	.747**	1		
Brand image	.481**	.466**	.487**	1	
Brand loyalty	.397**	.556**	.510**	.598**	1

** p<.01

4.2 Hypothesis verification result

The test results of the hypothesis of the path analysis and path of the research model are shown in the table3 and figure 2 below.
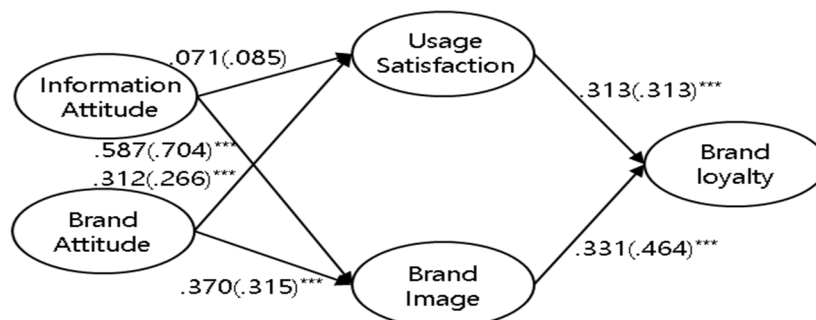

Figure 2. Result model

Table 3. Hypothesis verification result

	Hypothesis			B	β	s.e	t	Result
H1	Information attitude	→	Usage satisfaction	.071	.085	.052	1.370	X
H2	Brand attitude	→	Usage satisfaction	.587	.704	.060	9.766***	O
H3	Information attitude	→	Brand image	.312	.266	.086	3.609***	O
H4	Brand attitude	→	Brand image	.370	.315	.085	4.337***	O
H5	Usage satisfaction	→	Brand loyalty	.313	.313	.050	6.296***	O
H6	Brand image	→	Brand loyalty	.331	.464	.039	8.586***	O

***$p<.001$ / $x^2=436.361$($df =163$, $p =.000$), $x^2/df =2.677$, TLI=.945, CFI=.953, RMSEA=.059

5. Conclusion

This study intends to provide basic data for the segmentation of the social media industry by conducting an empirical study on sports contents provided on YouTube. Through the empirical research method, two attitudes on information and brand, and structural relationships between usage satisfaction, brand image, and brand loyalty were confirmed.

The results of the analysis are as follows: First, it is more effective to increase the attitude toward the brand itself rather than information attitude to use satisfaction. This is because YouTube videos are produced and uploaded by the public. That is, it is judged that information attitude is not a strong motive for satisfaction due to uncertainty about the uploaded information. It is judged that the process should be strengthened to increase confidence in the content information provided. Second, both information attitude and brand attitude were found to have a positive effect on enhancing brand image. In relation to attitude and image, it was possible to achieve research accumulation for YouTube users. Third, it was found that both the use satisfaction and the brand image presented in the previous study had a positive effect on brand loyalty. Therefore, if a user develops a favorable attitude and reinforces the use satisfaction and brand image through reliable information provision, ease of use, and an operation method that can give a favorable impression, it will lead to a positive response to continuous use and favorable word-of-mouth activities.

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