

The Effects of Social Network Sharing on the Acceptance Attitude and channel Loyalty of Professional Baseball Media Sports Viewers

Sun-Mun Park* and Ah-Young Lee **

* Department of Sports Leisure Graduate School, Honam University, Gwangju 506-714, Korea.

**Health Promotion Center, Korea National University, Seoul 05541, Korea.

*Corresponding author: Ah-Young , Lee

Abstract

The purpose of this study is to investigate the effect of attitude of professional baseball social network audience on channel loyalty. The subjects of this study were students who used professional baseball and social networking for students in Seoul and Gwangju area.

The sample was sampled from 160 males and 140 female subjects using a convenience sampling method. Data were analyzed by frequency, factor analysis, and regression analysis using SPSS statistical program. The questionnaire was used as the survey tool. The results obtained through this process are as follows. First, social network sharing of professional baseball media sports viewers partially affects attitude of acceptance. Second, it shows that channel loyalty of social network sharing is partially influenced by professional baseball media sports viewers. Thirdly, the acceptance attitude toward professional baseball social network partially influenced channel loyalty.

Keywords: Social Network Sharing, Acceptance Attitude, channel Loyalty, Media Sports Viewers, Professional Baseball

INTRODUCTION

With the increased penetration of smart phones and table PCs, the use of Social Networking Service(SNS) has been expanded, and, in short, the development of mobile technology has brought about a big change in social communication [1]. Today, SNS becomes a network service based on one-person media and one-person community, and has evolved as a communication tool beyond the special and temporal limitation in the expansion of social relationship from offline to online. Media sports users who post their messages on SNS at any times and any places and communicate in real time actively participate in large sports events like World Cup or Olympic Games by cheering up 'individually and together [2], [3].

People who are unable to watch games on TV for their personal reasons give and take sports information through SNS in order to exchange a variety of information like the results of games. To the persons who enjoy SNS with their smartphones and watch sports games on TV, social media have more meaningfulness than subsidiary media [4], [5].

The core function of a mobile phone is voice communication, whereas a smartphone has various functions over wireless internet, such as information acquirement, news, video watching, e-mail, and chatting. In other words, media convergence comes to be achieved through smartphones.

As the result of the change in sports media users' ways of using smartphones, users' activity has been increased and their use types have been diversified in the multi-platform environment with wide accessibility of media and contents use accepters.

In the media environment with the broadcasting-communication convergence through sports broadcasting and SNS, it is necessary to study how practically sports contents viewers use media from the aspect of broadcasting contents use, rather than the industrial aspect and change of conventional media. Therefore, the purpose of this study is to define how the social network sharing of professional baseball sports media viewers influences their channel loyalty.

STUDY METHODS

Study Subjects

Regarding study subjects, university students living in Seoul and Gwangju, who were watching professional baseball games and using social network, were selected as a population. Convenient sampling method was applied to collect 300 persons as samples (male: 160, female: 140). The demographic characteristics of the study subjects are presented in <Table 1>.

Table 1. Study subjects

Variable		Number of cases	percentage(%)
Gender	Male	160	53.3
	Female	140	46.7
Area	Seoul	155	51.7
	Gwangju	145	48.3
Household income	200↓	70	23.3
	200↑-300↓	130	43.4
	300↑	100	33.3
Grade	1grade	80	26.7
	2grade	90	30
	3grade	60	20
	4grade	70	23.3

Survey Tools

To measure social network sharing, this study applied the scale used by Hwang Young-chan, Kim Yong-man, and Kim Se-yoon (2014) [6]. The factors of social network sharing were interest, economy, immersion, and information. To measure acceptance attitude, this study applied the single scale used by Kim Seong-yeop (2014) [7].

To measure channel loyalty, the single scale used by Kim Jong-hoon and Lee Jeong-hak (2011) [8] was applied. All factors in this study are based on the five-point scale.

Validity and Reliability of Questionnaire

To examine the validity of the questionnaire used in this study, expert group based Face Validity Analysis and Exploratory Factor Analysis were conducted.

To examine its reliability, each sentence was considered to be separate, and Cronbach’s α was calculated as the reliability method of estimating the internal consistency of an item which is a reliability estimate of inter-item homogeneity (Gang Sang-joh, 2001).

The exploratory factor analysis on social network sharing drew the following results as shown in <Table 2>.

Table 2. Factory analysis on social network sharing

Question		Factor1	Factor2	Factor3	Factor4
Interest	Q04	.902	.191	.224	.196
	Q03	.890	.247	.167	.219
	Q02	.780	.325	.179	.315
	Q01	.568	.371	.178	.329
Economy	Q05	.286	.809	.032	.052
	Q04	.173	.768	.134	.067
	Q06	.200	.745	-.019	.217
	Q01	.069	.690	.128	.266
	Q02	.120	.610	.048	.252
Immersion	Q03	.268	.223	.804	.177
	Q04	.119	.230	.763	.350
	Q01	.114	.222	.685	.417
	Q02	.398	.342	.660	.146
Information	Q03	.203	.108	.139	.802
	Q01	.105	.050	.272	.800
	Q04	.161	.080	.247	.566

Characteristic value	6.198	3.549	3.524	2.265
Dispersion %	24.792	14.195	14.097	9.058
Accumulation %	24.792	38.987	53.085	62.143

As presented in <Table 2>, the factor loading of factor 1 was more than .568, and all four items were the questions about interest. The factor loading of factor 2 was more than .597, and all six items were the questions about economy. The factor loading of factor 3 was more than .660, and all four items were the questions about immersion. The factor loading of factor 4 was more than .566, and all three items were questions about information. However, the question No. 3 was removed, because of its low factor loading.

The cumulative rate of explaining the four factors of social network sharing-interest, economy, immersion, and information-was 62.143%.

The reliability analysis on the questionnaire drew the following results as shown in <Table 3>.

Table 3. Results of the reliability analysis

Factor	Sub-factor	Cronbach's α
Social network sharing	Interest	.92
	Economy	.90
	Immersion	.81
	Information	.80
Acceptance attitude	-	.85
Channel loyalty	-	.88

In <Table 3>, Cronbach's α of social network sharing was .80 ~.92, and Cronbach's α of acceptance attitude was .85. Also, Cronbach's α of channel loyalty was .88.

Data Processing

After the questionnaire data with answers were collected, the data with double answers or no answers were excluded. As a result, effective samples were codified in accordance with coding guidelines. Each codified data was entered in computer. With the use of SPSS Windows 18.0 Version, Frequency Analysis, Exploratory Factor Analysis, Reliability Analysis, Multiple Regression Analysis, and Simple Regression Analysis were conducted.

RESULTS AND DISCUSSION

The influence of the social network sharing of professional baseball media sports viewers on their acceptance attitude

To find how the social network sharing of professional baseball media sports viewers influences their acceptance attitude, multiple regression analysis was conducted. The results are presented in <Table 4>.

Table 4. Multiple regression analysis on the influence of social network sharing on acceptance attitude

Factor	B	SE B	β	t
Constant	2.262	.205		11.061
Interest	.198	.057	.205	3.504***
Economy	.255	.044	.352	5.744***
Immersion	.022	.041	.033	.538
Information	.088	.034	.136	2.553*
		R ² =.300	F=23.858***	

*p<.05, ***p<.001

As shown in <Table 4>, social network sharing influenced acceptance attitude in the statistical level of 0.1% of the total regression formula.

More specifically, among the factors of social network sharing, interest and economy significantly and statistically influenced acceptance attitude in the level of 0.1%, and information did so in the level of 5%. Regarding β value, the relative contribution of social network sharing, economy (.352), interest (.205), information (.136), and immersion (.033) were influential in order. The explanatory power of social network sharing on acceptance attitude had 24.8% of the total variate.

The influence of the social network sharing of professional baseball media sports viewers on their channel loyalty

To find how the social network sharing of professional baseball media sports viewers influences their channel loyalty, multiple regression analysis was conducted. The results are presented in <Table 5>.

As shown in <Table 5>, social network sharing influenced channel loyalty in the statistical level of 0.1% of the total regression formula.

More specifically, among the factors of social network sharing, interest and immersion significantly and statistically influenced channel loyalty in the level of 0.1%, and information did so in the level of 5%. Regarding β value, the relative contribution of social network sharing, interest (.238), immersion (.251), information (.132), and economy (.042) were influential in order. The explanatory power of social network sharing on channel loyalty had 228% of the total variate.

Table 5. Multiple regression analysis on the influence of social network sharing on channel loyalty

Factor	B	SE B	β	t
Constant	3.533	.299		11.826
Interest	.320	.083	.238	3.863***
Economy	.039	.059.	.042	.652
Immersion	.253	.065	.251	3.905***
Information	.119	.050	.132	2.357*
		R ² =.280		F=14.464***

*p<.05, ***p<.001

The influence of the acceptance attitude of professional baseball media sports viewers

To find how the acceptance attitude of professional baseball media sports viewers influences their channel loyalty, simple regression analysis was conducted. The results are presented in <Table 6>.

Table 6. Simple regression analysis on the influence of acceptance attitude on channel loyalty

Factor	B	SE B	β	t
Constant	1.446	.180		8.026
Acceptance attitude	.618	.050	.581	12.326***
		R ² =.250		F=13.919***

***p<.001

As shown in <Table 6>, social network acceptance attitude influenced channel loyalty in the statistical level of 0.1% of the total regression formula.

More specifically, social network acceptance attitude significantly and statistically influenced channel loyalty in the level of 0.1%. Regarding β value, the relative contribution of social network sharing, acceptance attitude was .581. The explanatory power of social network acceptance attitude on channel loyalty had 25% of the total variate.

CONCLUSION

First, social network sharing of professional baseball media sports viewers partially affects attitude of acceptance.

Influenced their acceptance attitude. In other words, the more the viewers recognized interest, economy, and information among the social network sharing factors, the more they had acceptance attitude.

Secondly, the social network sharing of professional baseball media sports viewers partially influenced their channel loyalty. In other words, the more the viewers recognized interest, immersion, and information among the social network sharing factors, the more they had channel loyalty.

Thirdly, the acceptance attitude toward professional baseball social network partially influenced channel loyalty. In other words, the more the viewers recognized social network acceptance attitude, the more they had channel loyalty.

Given the study results, media sports users continue to have positive experience of TV watching through SNS sharing with other people. Using SNS as a tool of sharing knowledge, information, and opinions of sports games became the main means to increase channel immersion and loyalty.

It means that people use various contents to share a diversity of information in the social media era. Therefore, SNS sharing is a significant research field in today's society given the new combination of sports and social media [10].

In particular, these study results are considered to become a fundamental material in the broadcasting and media marketing area, and show that media sports are newly changing in the social media era.

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