

Sport and new media: What is the role of sport in mobile TV adoption?

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Introduction and aim of the paper

Nowadays, a multitude of media outlets is available covering sport events worldwide. Besides traditional television devices consumers today use personal computers, tablets or smartphones to view their favorite contents. With digitization and the continuing spread of digital video broadcasting as well as third or fourth generation communication networks and portable devices the audiovisual media become mobile and sport can be accessed almost anywhere and anytime. In the past, the launch of media innovations was often accompanied by sport-related commercials and exclusive premium sport contents. This could be observed regarding new media technologies and services such as Internet TV, HDTV or mobile TV. Therefore, sport seems to play a certain role when it comes to the diffusion of media innovations. Moreover, the consumers' interest in sport is supposed to have an important influence on the adoption of new media. The aim of this paper is to determine relevant factors of mobile TV adoption and to clarify the role of sport in this context. Specifically, the research questions are: 1) Which factors influence the usage of mobile TV with a special focus on sport? 2) How strong is the influence of the relevant factors on the usage of mobile TV?

Literature review

Until now, sport media related literature primarily focused on motives of sport viewing on traditional television. Thus, different cognitive, emotional, and social motives for viewing sport media can be categorized (e.g. Raney, 2008). In the context of new media Choi, Kim, and McMillan (2009) studied the motivators for the intention to use mobile TV in general and identified "permanent access" to be the most important motive. In their study "entertainment" and "fashion & status" appeared to be relevant especially for male users of mobile TV. To date, only a few publications refer to sport on the Internet or sport on mobile devices (e.g. Kunz, Woratschek, & Santomier, 2011). Kunz et al. identified for example "live viewing & information seeking" as well as

"entertainment seeking & mood regulation" motives as strong influencing factors.

Besides different motives of sport consumer behavior and media usage other theoretical constructs such as "sport fan identification" (e.g. Mahony, Nakazawa, Funk, James, & Gladden, 2002) and "consumer innovativeness" (e.g. Goldsmith & Hofacker, 1991) may be of relevance for viewing sport and adopting new media.

Hypotheses

Based on literature and practical observations an innovative research model is specified. It is hypothesized that the intention to use mobile TV depends on a mobility motive, a style & status motive, the consumers' media-specific innovativeness and interest in sport. The latter is expressed by the intention to view sport on mobile devices and depends on different factors. It is hypothesized that the interest in sport on mobile devices is influenced by five sport viewing motives that mediate the sport fan identification. All factors in the model are supposed to have a positive influence. Furthermore, different contexts, for example usage situations, are assumed to moderate the relationship between the mobility motive and the intention to use mobile TV.

Methodology

In 2010, a quantitative study was conducted at a German university with a total sample size of 405 students. A standardized questionnaire was designed based on the results of qualitative preliminary studies as well as an extensive literature review and valid items. Exploratory as well as confirmatory factor analyses and covariance-based structural equation modelling (SEM) are used to test the research model and confirm the aforementioned hypotheses.

Results and conclusion

The analyses reveal highly reliable and valid measurement and structural models. The relationship between "sport fan identification" and the "intention to view sport on mobile devices" is mediated by two sport viewing motives: "live viewing & information-seeking" and "entertainment-seeking & mood regulation" are significant influencing factors. Instead, other sport media motives known from literature such as "pastime", "escape from everyday life and problems" or "skills improvement and rules learning" do not have a significant influence.

The consumers' interest in sport is the strongest influencing factor of the "intention to use mobile TV" in general. The "mobility" as a motivational factor has the second strongest influence, followed by the consumers' "media-specific innovativeness" in general. "Style & status" aspects apparently do not determine mobile TV usage. Especially the travelling situations positively moderate the relationship between the mobility motive and the usage of mobile TV. In conclusion, sport contents play a significant role in the diffusion of new media such as mobile TV. Media marketers will be required to focus on sport content and sport consumers in order to develop new business models and successful marketing strategies.

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