The Influence of Technological Interacting and Media Sociability on Sport Consumer Value Co-Creation

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The proliferation of portable smart devices has changed the life of people all across the globe. A variety of smart devices enable people to take advantage of more advanced computing ability and offer instantaneous Internet connectivity (Chen, Yen & Chen, 2009). People communicate, gather, and exchange a wealth of information with others, and they also approach to the optimal information readily in the virtual environment than ever before (Lane & Manner, 2011; Litan & Rivlin, 2001).

In line with the rise in interactive digital media, the consumer role is rapidly changing in the marketing exchange process (Hanna, Rohm & Crittenden, 2011). In the traditional marketing environment, the direction of interaction between companies and consumers was generally a hierarchical one-way system (Hoffman & Novak, 1996; Prahalad & Ramaswamy, 2004). Firms had concentrated on imparting their goods and services to their target market, whereby the role of consumers was passive, and the flow of communications was unilateral from firms to consumers (Berthon, Pitt, McCarth & Kates, 2008; Sharma & Sheth, 2004).

Consumers can now directly communicate with firms and other people through interactive new media in the networked world. Furthermore, consumers can have a tremendous effect on the performance of business and other consumers’ behavior (Lane & Manner, 2011; Litan & Rivlin, 2001). According to Garretson (2008), “Consumers increasingly use digital media not just to research products and services, but to engage the companies they buy from, as well as other consumers who may have valuable insights” (p. 12). That means, consumers participate in value creation by generating and evaluating new product ideas. They also elaborate with other consumers to create product concepts testing and experiencing the new product features by running simulations (Fuller, Mublbacher, Matzler & Jawecki, 2009). Consumers are not merely passive recipients but rather more active value creators and collaborative partners in the innovation process from product design to promotional messages (Berthon, Pitt, McCarthy & Kates, 2007; Hanna et al., 2011; Kim, Benavides, LaVetter, Sung & Choi, 2016). In this sense, new media can be considered a viable platform for consumers to engage in interactive dialogue with corporations along with other consumers, and the use of smart devices could be one avenue to maximize these interactions.

A large number of sport corporations, organizations, and professional teams devote considerable time and resources to creating relational bonds and developing platforms that bring about value co-creation with their consumers in the new media environment (Prahalad & Ramaswamy, 2004; Pronschinske, Groza & Walker, 2012). However, despite the importance of interactivity in the smart device-based environment, researches on interactivity of smart devices and media sociability in the sport industry are still far heavily focused on the computer-mediated communication environment only. The purpose of the current study is to examine how technological interactivity and media sociability in portable smart devices influence sport consumer value co-creation behaviors via collective intelligence and efficacy.

Method
The following hypotheses are proposed based on the aforementioned literature:
H1: Technological interactivity will enhance collective intelligence and collective efficacy.
H2: Media sociability will strengthen collective intelligence and collective efficacy.
H3: Collective intelligence will have a positive impact on consumer participation behavior and consumer citizenship behavior.
H4: Collective efficacy will have a positive impact on consumer participation behavior and consumer citizenship behavior.

Research participants will be recruited by an online survey protocol from universities in the Southern United States. The target population for this study will be individuals who have a smart device and have an experience to participate in community web sites in the sports industry. The preliminary questionnaire will be modified for item adequacy, factor relevance, and word clarity with a panel of five scholars. With the modified questionnaire, a pilot study will be conducted with a small sample of students to estimate content reliability and validity.

The survey instrument consisted of sixty-two items for the six variables. Technological interactivity will be measured by ten items adopted from Kim et al. (2016). The measures for media sociability consisting of twelve items are based on Sherbourne and Stweart (1991) referring to the study by Gao, Dai, Fan, and Kang (2010). Eight items based on Kim and Lee (2014) will measure collective intelligence. The measures for collective efficacy consisting of three items are based on Bandura (1986). Finally, items developed by Yi and Gong (2013) will measure consumer participation behavior (sixteen items) and consumer citizenship behavior (thirteen items).

Confirmatory factor analysis will be conducted to estimate the factor structure, reliability and convergent and discriminant validity of measures via Amos version 24.0. Composite reliability will be evaluated based on CFA results in addition to Cronbach’s alpha. Goodnesses of fit of both confirmatory factor models and structural equation models will be assessed by using multiple fit indexes.

Implications
The finding of this study will contribute to the sport management literature by providing the impact of technological interactivity and media sociability mediated by portable smart devices on consumer value co-creation behavior. It would be helpful for professionals in sport industry to understand the relationship between interactivity and consumer behavior. In addition, this study may help marketers develop new platforms that lead to value co-creation with their consumer and also marketing strategies catching up with the rapidly changing marketing environment.