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PREVIEW

Social Media Sport Engagement: Examining the Influence of Product Post, Purchasing and
Generated Revenue

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by
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APPROVAL PAGE

Social Media Sport Engagement: Examining the Influence of Product Post, Purchasing and
Generated Revenue

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Abstract

The phenomenon of sport organizations channeling social media engagement to optimize a relationship role from a social media post that generates revenue results in the need to examine the influential social experience. A quantitative causal relationship study was conducted to examine the influence of product post purchasing and generated revenue via social media platforms that influence the consumer behavior relationship for various sport organizations. Moreover, the study compared factors that influence consumer behavior and revenue generation in various sport organizations among the indicator factors in social media marketing, sport branding, product procurement, audience impact, streaming market value, and revenue analytics. Faculty, staff, and current students from Central Georgia Technical College and Valdosta State University received an email containing a survey link addressing questions in relation to influential factors and connection value to a sport organizations social media product post. The survey also addressed questions regarding value derived due to a sport product and overall consumer behaviors in viewing or disengaging from a sport organizations social media post. The results of the study revealed an engagement of social media conversation connections via social media platforms provides opportunities in breaking the social media sport engagement ties and fallible relations. A statistically significant relationship in consumer social value for a sport organization indicated the influence of family, friends, and time placement of a social media product post is considered a crucial factor to proactively and reactively engage with audiences. Additionally, the strength of each social and technical variable is a strong behavior indicator for sport organizations to understand the consumer engagement relationship in a social media sport marketing purchasing experience. Lastly, the uniqueness of a product post alters the level of response, while focusing on the social implications of a relationship.

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#highcomma

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Chapter 1: Introduction

The presence of social media indicates there exists an expanding human desire to socialize and connect among digital platforms, such as the culture of a virtual community sharing videos, photos, wall posts, and descriptive engagement designs (Khaldi, 2014). Social media entered the marketing scene in the late 1990s with Six Degrees noted as the first social media share page created to share profile information with platform users (Hendricks, 2013). Since the first social media page's appearance, there continued to be growth in social usage as media channels evolved (Miglani, 2015). Due to the growing social media interest and usage as well as in pursuit of being an industry leader, organizations became interested in producing influential social media content that could result in consumer interest. Amidst the interactive social media movement, consumers also began to desire a virtual marketing segment in which social media message exchange between consumers and organizations could occur. In creating a conversation platform between consumers and organization, an occurrence movement created a point of empowerment as the information exchanged through social media technology (Andzulis, Panagopoulos, & Rapp, 2012). Hence, social media came to involve a continual conversation between the advertiser and consumer of which this widespread social medium adoption led to the opening of new avenues to communicate with fans and casual consumers in sport markets (Boehmer & Lacy, 2014). The influence of product posts and generated revenue in social media sport engagement affects a vast market of stakeholders that include professional sport organizations, colleges and universities, and non-profit sport leagues. However, sport organizations meet various challenges when creating a winning social media formula and the various platforms from Facebook, Twitter, Instagram, YouTube, and other emerging connections become a driving force in attracting a strong sport presence (Yuan & Shuhua, 2015). Sport

organizations must equate social media gains from an economic base to assure market victories will incur among product post exposure as social media has become an interactive tool sport enthusiasts use on an adoptive frequency basis (Hipke & Hachtmann, 2014). For example, the University of Oregon (UO) using Instagram in sharing new game uniforms to the Little League organization tweets posted on Twitter, social media provides users with real time updates 24 hours a day. The combination of social media and sports delivers a platform in leading an organic and engaging strategy (Phua, Jin, & Kim, 2017). In an industry that thrives on consumer engagement, sport organizations channel social media goals to interface consumer outlets that influence public relations and create a prefaced strategic marketing advantage (Rapp, Beitelspacher, Grewal, & Hughes, 2013).

Organizations engaging in professional to hometown leagues operate as other corporations in the business world driven by the need of financial encounters (Varini & Sirsi, 2012). The emerging social media field places importance among organizations to research cause and effect platforms (Boehmer & Lacy, 2014). The cause of a consumer to engage in a social media post relates the effect of a social connect marketed to a consumer audience. Core marketing trends indicate the need to research the encompassing social media sport engagement correlation relative to product posting as a revenue generator. Furthermore, the sport marketing relationship identification focus leads to development of engagement insight in which the impact of posting, tweeting, and sharing sports affiliated products could be analyzed.

Statement of the Problem

The problem addressed by this study is defining optimal social media marketing consumer behavior influencers in factoring the relationships between revenue generated and product engagement posts among sport organizations and consumers. Social media platforms

have become a marketing advantage component for organizations in a direct consumer setting that links communication engagement (Rapp et al., 2013). While targeting a large audience continues to motivate creating value driven relationships, the sports industry encounters service exchange barriers (Gibbs, O'Reilly, & Brunette, 2014). In order to discover generated revenue implications, organizations have shifted to digital platforms as consumer conversation demands real-time engagement marketing. Specifically, the social media sports market technology adoption follows a trending pattern distant from relating organization product posts among consumer interest platforms. The adage regarding other sports organizations are producing engagement content leads the industry to ascertain response marketing. This denotes problems to organically improve actual value relative to a social media network post. In gaining a deeper understanding of what motivates consumers to purchase products posted through social media sport platforms, organizations addressing interactive behavior connects begin by directing and organizing the minimal consumption levels occurring in the current market (Bayne & Cianfrone, 2013).

Sport organizations have limited, if any, data resources with which to utilize determinate ways to transpose revenue generated based on product engagement posts. Current research has concentrated on identifying online sport consumer motivations (Witkemper, Lim, & Waldburger, 2012). Therefore, consumers following sport entities collaborate an exchange of products or services marketed through social media platforms (Seng & Keat, 2014), thus generating marketing exposure behavior interest stemming from consumer behavioral intentions (Salzarulo, Krehbiel, Mahar, & Emerson, 2012). Due to sport organizations desiring high volumes of generated revenue, whether from merchandise sales or fan-based experiences translating into sales, understanding ways in which consumers' respond through social media expounds the need

to explore platform revenue effects. Understanding how social media usage performance influences revenue value leads to the need for behavior-based analysis to quantify the sport organization research gap.

Purpose of the Study

The purpose of this quantitative causal relationship study was to examine the influence of product post purchasing and generated revenue via social media platforms that identify the consumer behavior relationship for various sport organizations. These variables identified which social engagement derive value among the channel exchanges in directing and incorporating market relationships. The following relationship components in noting the role of consumer behavior included the factors of social media marketing, sport brand association, product procurement, audience impact, streaming market value, and revenue analytics to determine market viability regarding consumer social connection. The identifying factors compared which social connections are most prominent in the development of such relationships. An electronic questionnaire regarding consumer relationships based on social media sport product posting was administered to a sample of 16,444 participants located within the southeastern region of the United States. Therefore, researching conversion on social media product purchasing and revenue generation provides the sport marketing field impact extension levels based on interest and activity connection. This study involved examining the influence of product post purchasing and generated revenue via social media platforms that identify the consumer behavior relationship for various sport organizations.

Theoretical Framework

In the continual movement to translate theory into practice, the study was based on occurrence and identifiable relationship measurement. The exercise in relating social media

engagement developments affect channel network among the social phenomena involving theoretical structure. A relational social marker is a necessary means in evaluating consumer behavior subject to sport organizations' communication platforms. Due to the applicable context of the study concepts, the theoretical structure for the study is social network analysis (SNA), a specialization of network theory umbrella (Borgatti, Mehra, Brass, & Labianca, 2009; Hye Yeon & Hyeon Woo, 2016). SNA combines a set of performance tools in describing and modeling relationship aggregates relative to action behaviors (Butts, 2008). The specialized network theory notates social behavior connections associated among nodes, often referred to as actors. Due to the pattern of social media real-time engagement, attempting to study relationship patterns among sport organization and consumers aligns the behavior link in utilizing SNA (Crespo & Antunes, 2015).

SNA entered the theory realm relative to the fields of anthropology, sociology, and social psychology (Wasserman & Faust, 1994). The term social network was transformed into a business convergence in 1954 by Barnes. The usage of experimenting social structure dominated the social phenomena scene in the 1950's relating the expansion of quantitative network methods (Gunawardena, Flor, Gómez, & Sánchez, 2016). SNA theorists focus on solving analytical issues that differentiate from standardized behavioral markets (Badi, Wang, & Pryke, 2017). The relational draw of SNA stems from figuring interrelated segments of social units (Wasserman & Faust, 1994). In processing consumer relation effects, the social is viewed as a sphere of interaction captured in a simulated context depending on the engagement platform (Felix, Rauschnabel, & Hinsch, 2017), while network is an activity strategized to form relationships through an information exchange (Badi et al., 2017). Thus, social network converges as a

network of engagement or relationships relative to nodes, known as actors, and edges as the relationship or engagement between the actors (Aggarwal, 2011).

There are elements that encompass SNA, a specialization of network theory. The social network nature lies within the analysis of volumes and patterns relative to actors. Due to the nature of social consumption, organizations seek to vary the interrelated social units among the individual or group of individuals known as actors (Hether, Murphy, & Valente, 2016).

Engagement is the focusing on a relationship state that brings a connection tie to the communication setting wherein the ties evident among actors are supported as directed or undirected (Pronschinske, Groza, & Walker, 2012). A directed tie links the relationship connection captured in a correlated interaction engagement and an undirected tie relates a particular connection in a general social platform (Hye Yeon & Hyeon Woo, 2016). In grouping networks, nodes consist of people and groups while links represent flows or relationships between the nodes (Fransen et al., 2015; Hye Yeon & Hyeon Woo, 2016; Weng, 2014).

Social engagement is influenced from platform speed and immediacy that defines group interrelations (Daugherty, Eastin, & Bright, 2008; Witkemper, Blaszk, & Chung, 2014). Sport organization engagement reflects a responsive or disengaged relationship based on perception. Therefore, SNA relates connection traits often beyond common engagement markers. For instance, sport organizations utilize social media to post photos and video effects to extend the opportunity of a direct connection. The usage level noted in a consumer connection is an attribute to the medium of content activity (Witkemper et al., 2014). In keeping with the theory, levels of consumer and organization participation will be used to explore the significance of a social presence, often noted as a connector, non-connector, or a player (Hye Yeon & Hyeon Woo, 2016; Stavros, Meng, Westberg, & Farrelly, 2014). SNA functions as the means to

understand interaction frequency and knowledge sharing engagement is viewed as an influence for social engagement usage behavior (Gnyawali & Srivastava, 2013).

Nature of the Study

The nature of this quantitative causal relationship study is used to investigate the effect of social media product posting usage influences on revenue behavior among sport organizations. A quantitative causal relationship study is chosen in order to obtain supportive, relevant information that leads to an expanded understanding of social market changes (Adams et al., 2017; Rottman and Hastie, 2014). In collecting data in a quantitative causal relationship study, the research approach applies relationships to environmental and interpretive network developments (Acerbi, 2016; Tseng, 2017).

A survey will be employed to collect data via Qualtrics. The survey will be available to the faculty, staff, and students from multiple higher education institutions in the Southeastern United States. The data will be primarily analyzed in light of SNA due to the importance of relationship assumption filters among engaging units. The SNA actors, actions, and relational links provided a resourceful environment of network engagement relationships among a structural outcome. UCINET 6 and IBM SPSS Statistics 24 software were used to analyze the data regarding the relationship role of social media marketing, sport brand association, product procurement, audience impact, streaming value, and revenue analytics in determining consumer market value.

There are two conceptual data-gathering techniques that substantiate the relative components in quantitative research (Schivinski, Christodoulides, Danrowski, 2016). The collaboration of hierarchy relationships is structured to appropriate engagement dimensions. This technique appropriates informative social media connections focus on the phenomenon and

factors conceptual functions to index validity of engagement connections (Schivinski et al., 2016). The second technique focuses on behavior variables in consumer perception that transpose activities acquainted with nature of social interest (Schivinski et al., 2016). This study focused on five relationship categories in noting the role of social media consumer behavior, including social media marketing, sport brand association, product procurement, audience impact, streaming market value, and revenue analytics.

Research Questions

This quantitative causal relationship research study is guided by three research questions. The following questions align with variables that support the study based upon determinates derived from the literature, theory, and previous studies.

RQ1. What relationship aspects of consumer behavior in social media marketing, sport brand association, product procurement, audience impact, streaming market value, and revenue analytics influence a sport product post on social media platforms?

RQ2. What type of social media sport product posts (i.e., photos, videos, images, dialogue) are effective in generating key performance revenue indicators driving consumer behavior to purchase a sport organization's product?

RQ3. What elements of the evolving technical and social variables of a sport social media product post influence consumer product purchasing behavior in the world of amateur and professional sport in the southeastern United States?

Hypotheses

H1₀. There is no relational aspects of consumer behavior in social media marketing, sport brand association, product procurement, audience impact, streaming market value, and revenue analytics that significantly influence a sport product post on social media platforms.

H1a. There are relational aspects of consumer behavior in social media marketing, sport brand association, product procurement, audience impact, streaming market value, and revenue analytics that significantly influence a sport product post on social media platforms.

H2o. Social media sport product posts (i.e., photos, videos, images, dialogue) are not more efficient in generating key performance revenue indicators driving consumption than others.

H2a. Social media sport product posts (i.e., photos, videos, images, dialogue) are more efficient in generating key performance revenue indicators driving consumption than others.

H3o. Technical and social variables do not influence consumer product purchasing behavior in the amateur and professional sport environment in the southeastern United States.

H3a. Technical and social variables do influence consumer product purchasing behavior in the amateur and professional sport environment in the southeastern United States.

Significance of the Study

The evolution of social media marketing concepts provides additional organizations the theoretical foundation of research engagement among sport organizations and the consumer audience (Lamberton & Stephen, 2016). This study served to provide sport organizations identifiable factors of consumer motivation within the context of the social media sport market. The contributory factors among consumer relationship engagement and the social media technology revenue channels assisted in filling the gap in literature. This study is based upon application of SNA describing consumer motivation in a social media sport environment and SNA applied to assist in forecasting technology interventions and strategies that provide successful social media technology usage.

The posting of sport organization product identifiers might benefit organizations as consumers engage in technology advancements such as Snaps and Instagram presentation connects (Barker, Barker, Bormann, Roberts, & Zahay, 2017; Phua & Kim, 2017; Smith & Sanderson, 2015). Social media serves to provide a participation platform by establishing an emerging behavior connection with consumers and the provider (VanMeter, Grisaffe, & Chonko, 2015). The sport industry could benefit from the effects of social media technology attachment to customize marketing context that identifies with consumer relationship management (Harrigan, Soutar, Choudhury, & Lowe, 2015). Sport organizations, from institutions to recreation departments, could benefit from the increased social media engagement revenue conversation to increase extension post initiatives among the social media space (Delia & Armstrong, 2015; VanMeter et al., 2015). Therefore, optimizing the game changing social media revenue generation strategies facilitate the growth of increasing social connection and attach real-time engagement relationships (Andzulis et al., 2012; Ballings, Van den Poel, & Bogaert, M, 2016; Boehmer & Lacy, 2014; Gibbs & Haynes, 2013; Hipke & Hachtmann, 2014; Rapp et al., 2013).

If the study provides a specific social media connection that has entered the market in a trending context to the sport organization market, the contribution could lead to subsequent research that would further enrich the field. The social platform initiative incorporates a relative understanding to the social media market and assists in expanding research theoretical frameworks for future studies. Additionally, this research will include the incorporation of performance outcome influences through the analysis of relationship dominance and minimal interaction. Sport organizations will benefit from the study results leading to improvement of the consumer engagement models and social media communication posts.

The theoretical significance of this study extends in the usage influence framework regarding the construct of consumer behavior consequences. The adoption of social media in the sport industry attaches an individual connection level stimulated by using revenue generation significant in validating market trends and population (Andzulis et al., 2012; Ristevska-Jovanovska, 2016). This study involved integration of a greater population of respondents to curb participant bias through expanding to educational staff. Thus, this study provided an opportunity to identify theoretical research in the development of potential new finding beyond prior research channels. Marketing relationship studies have consisted of generalized social media formats of communication, limited to a minimized engagement presence thereby limiting predictive phenomenon interest and providing an intra and intergroup of behavior dialogue (Wölfer, Faber, & Hewstone, 2015). In understanding the collective factors that mitigate social media consumer sport connection in product revenue generation, the framework provided for sport organization strategies could be utilized to identify marketing strategies to decrease the gap between social media and revenue generation in the sport organization market.

Definition of Key Terms

There exist terms utilized in the social media and sport industry that transfer definitions based on organization platform and level of social market channel optimization. The following terms are defined in alignment to essential market individualization.

Facebook. Facebook is a social media platform connecting persons and organizations worldwide; enabling individuals to post and react to status updates (Beukeboom, Kerkhof, & de Vries, 2015).

Hashtag. The hashtag is represented as a # symbol connected given conversation topics to encourage collaboration (Blaszka, Burch, Frederick, Clavio, & Walsh, 2012; Fan & Gordon, 2014).

Instagram. Instagram is a social media mobile platform that allows sharing photos and short videos (Smith & Sanderson, 2015).

Professional sport. A professional sport is an organized development among league classifications of major and minor leagues based upon size and operational league relations (Pollard & Gómez, 2015; Pronschinske et al., 2012; Sangkwon & Chi-Ok, 2016; Watanabe, Yan, & Soebbing, 2015).

Retweet. Retweet is a re-share option for persons viewing a Twitter post of interest (Araujo, Neijens, & Vliegenthart, 2015).

Snapchat. Snapchat is a social media platform enabling users to send and receive short-term photos and videos termed “snaps” and allows sharing personalized images (Sashittal, DeMar, & Jassawalla, 2016).

Social media. Social media is an online conversation created to attract attention (Korzynski & Paniagua, 2016).

Tweet. Tweet is defined as an online or micro-blog posting (Gibbs et al., 2014).

Twitter. Twitter is a social media platform in real-time update sharing based in 140-characters, also known as a tweet (Korzynski & Paniagua, 2016).

Web 2.0. Web 2.0 is online technology enabling interaction and content-sharing (Yan, 2011).

Summary

Due to the conversation nature of social media, the rise of adoption and market socialization introduces opportunities for sport organizations in the trending realm. This style of