Master's Thesis in Global Sport Management

Predictors of Streaming Intention for K-League Matches Among Indonesian Football Fans:

An Application of the Theory of Planned Behavior

계획행동이론을 통한 인도네시아 축구팬들의
K 리그 경기 스트리밍 의도에 관한 연구

2023 년 8 월

서울대학교 대학원

체육교육과 글로벌스포츠매니지먼트

Donny Fahrochi

Predictors of Streaming Intention for K-League Matches Among Indonesian Football Fans:

An Application of the Theory of Planned Behavior

Advisor: KIM Kihan

Submitting a master's thesis of Global Sport Management

August 2023

The Graduate School
Department of Physical Education
Seoul National University
Global Sport Management Major

Donny Fahrochi

Confirming the master's thesis written by

Donny Fahrochi

August 2023

Chair	Lee, Yongho	(Seal)
Vice Chair	Kim, Yukyoum	(Seal)
Examiner	Kim, Kihan	(Seal)

ABSTRACT

Predictors of Streaming Intention for K-League Matches Among Indonesian Football Fans: An Application of the Theory of Planned Behavior

Donny Fahrochi

Global Sport Management, Department of Physical Education

The Graduate School

Seoul National University

The current research aims to illuminates the prediction of future behavior of streaming intention. Using Theory of Planned Behavior construct by Ajzen and widely utilized by scholars to predict the human behavior in physical activity.

Thus, this research objective is to fill a literary gap in context of mediated sports, especially in sports streaming behavior. Specifically, intention of foreign market to watch another sports content that related to their country. To examine the proposed research model, data was collected using

i

questionnaire survey form of 623 respondents. Structural Equation Modeling (SEM) was adopted for the data analysis, using STATA statistical program.

Results show there is significantly positive relation between each attitude, subjective norm, and perceived behavioral control variable into K League watching intention among Indonesian fans.

In a perspective of marketing and media, evidence in this research provide a statistical data to support the social and marketing of streaming intention of foreigner market of K League. With content choice in the sport media landscape continuously growing and diversifying endlessly, understanding the behavior of consumers are inevitable. Consuming such content can be beneficial to the sport management and communication literature too. Limitation, theoretical, and practical implications are also discussed.

TABLE OF CONTENTS

iii

List of Tables

List of Figures

Chapter 1. Introduction

1.1. Research Background

Vast majority of people enjoy mediated sports. Recent technical advancements have allowed for vast developments in broadcast of sports and changed how we consume sports. It has been made easier to watch and admire sport stars of different countries and of leagues all around the world. Also, wider sport content option to consume. Time spent watching online TV continues to increase, and the youngest consumers, Gen Z, are spending notably less time watching broadcast TV than older population. In comparison, internet users on average spend 42 minutes more watching broadcast TV compared to online TV (Global Web Index [GWI], 2015).

This trend can be strong tool of mediated sports particularly in promoting countries images especially in football. The media coverage of football leagues around the globe is a precondition for generating public attention in foreign countries.

Idea of promoting country image also come from role models and their impact to influence people's behaviors. Several recent studies about role models are in Korean Wave phenomenon, within the K-Pop idols or K-Drama actor/actress, and its effect in foreign countries, including Indonesia. Tjoe &

Kim, (2016) studied there is positive relationship directly to the purchasing intention of Korean products in Indonesia. Furthermore, it has positively significant relationship with the image of Korean country-of-origin.

Why Indonesia? Indonesia possesses a reputable name in football culture. It is in all over the country, streetside, alley, the miserable empty lots of urban area, up to packed gigantic stadium. Other word, it is an intrinsic part of everyday life in Indonesia.

It is an inseparable from the imagination of millions of people in Indonesia– across many apparent social divides. At the same time, soccer fandom, and in some cases, 'activism', represents varying degrees of purchasing power and viewing. Within tremendous population, there were 279 million people live in this whole archipelago. While South Korea stands out in economic and technological terms, Indonesia dominates regarding population, market and natural resources.

There are previous literatures on South Korean soft power in Indonesia, including cultural diplomacy, international bilateral political, and industrial relations have been conducted a lot (C. K. Kim, 2005; Vial & Hanoteau, 2019). Furthermore, most research between countries largely focuses on the cultural perspective like k-drama and k-pop "halyu" culture or called Korean Wave (S. M. Kim & Park, 2020; H. Lee et al., 2020; Y. L. Lee

et al., 2020). However, limited information in regards of football relation between two countries. So, resource of its majority is from news and football match record. This is few of the relation between both countries:

First the player's involvement. Indonesian professional football league was established in 2008, and evident that in there is several Korean players played since 2010. Early players are Oh Inkyun (2010-2020), Yoo Hyunkoo (2010-now), Lim Junsik (2010-2016), and the most renowned Korean player in Indonesia, Yoo Jaehoon (2010-2019), Furthermore, currently Yoo Jaehoon appointed as Indonesian National Team as a goalkeeper coach since 2020 until now (Harahap, 2020). In the other hand, there is only one Indonesian player that compete in K-League. Started in 2021, Asnawi Mangkualam Bahar, signed a contract with K2's Ansan Greeners until 2022 season ends (VOI Editorial Team, 2022). Asnawi's signing in 2021 boost up the Ansan Greeners SNS, 22 thousand Instagram followers in February 2021, became 152 thousand in August 2022. The biggest Instagram followers among Korean sports club, bigger the biggest team either in football, baseball, or the others. Even bigger than K-League account itself.

Second, technical developments. In some news article, Indonesian and Korean Football Association have an early contact. Both associations agreed to make a collaboration that time, but there is no further evident of that

collaboration. Shin Taeyoung, former South Korea National Team manager in World Cup 2018 Russia appointment as Indonesian National Team coach. This news in late 2018 open up new chapter of Indonesian and Korean relation in football. He was appointed within 4 years contract from January 1, 2019, until December 31, 2023. He is responsible for men's senior team, under 23 years team, and under 19 years team.

Thirdly, football matches. Both Indonesia and Korea are in same continental football, Asian Football Confederation (AFC). So, either in national team level, or professional club, there is many involvements between the two. One renowned game is when Shin Taeyoung when he was still a player of Ilhwa Chunma (currently named Seongnam FC) score against Persib Bandung in the Asian Champions League (formerly the Asian Club Championship) 16 years ago, in the quarterfinals of the 1995 Asian Club Championship in the East Asia Region, Shin Taeyoung in the uniform of Seongnam Ilhwa Chunma clashed with Persib Bandung.

In the 40th birthday of K-League (the professional league of Korea) in 2019, intent to penetrate Indonesian market with the streaming of K-1 and K-2 in their website freely. It is the second year of K-League streaming in Indonesia. It is a study about K-League match streaming viewership, but inside Korean market itself.

Indonesian football still considered as under developing federation by FIFA. Their world ranking is always below of 150 in last decade. In Asian club level, Indonesian club best performance is only participated in group stage of Asian Champions League (ACL) in past. Recent decade, Indonesian club only can perform in AFC Cup (Second tier competition below ACL). Best performance was when PSM Makassar reach AFC Cup ASEAN zone final in 2022. However, Indonesian football fans is one of the best in the world. Fanatism, identity, and enthusiasm is the benchmark of Indonesian league. Whether cheering in stadium, nor in digital realm. Inevitable of mediated sport in Asian countries, Indonesia also home of the biggest foreigner fanbase of big European league. reveal that Indonesia is ranked second worldwide (77%) regarding their interest in football. This country is also in the third rank among other Southeast Asian countries regarding active community participation in football game. Global Web Index (2015) report also shows media consumption of Indonesian fans is the highest (54%) among other southeast Asian countries for the English Premier League. This data excluded number of fans for other big five European leagues (Germany Bundesliga, Spanish La Liga, France Ligue 1, and Italian Serie A).

On the other side, Korean domestic league (K-League) provides top-notch performance in Asian countries. Pohang Steelers of K1, is the second

most successful club in Asian Champions League (ACL) with 3 titles in 96-97, 97-98, and 2009, and 1 runner-up in 2021. Seongnam FC grab 2 titles in 1995 and 2010, with 2 runners-up in 96-97 in all Korean finals, and 2004. In total, 12 titles from all Korean clubs. However, it is unique findings that the K-League spectator. League itself founded in 1983, and experienced tidal numbers of spectator. By 2012, participant number in the K-League had increased to 16 from 10 in previous year. However, fan demand for professional soccer in Korea has steadily decreased over time. In same period, average attendance per game decreased from 12,596 in 2001 to 7068 in 2012 (K. T. Kim & Kwak, 2015).

Based on these facts, within both Indonesian and Korean football strength and weakness, this research and results from the study be beneficial and unique. But, to measure this, research will use TPB model which has limited studies that have sport context, and most of it is physical attendance to venue in person. Only a few studies that have applied TPB model in people's attention to watch mediated sports. Thus, this study aims to fill this gap in literature. Findings from this study can provide meaningful contributions. So, it is expected to significantly literature to three main area. First and foremost, to be a bridge between both countries through football, and sport in general. Which Indonesian has the enthusiasm, and large number of people involved

and love the sport, and Korean with their technical and world-class achievement. Second, as initial research of the sport relation for both countries. Furthermore, in future, hopefully there is practical and academical connection that will benefit both sides. Lastly, as practical research to help K-League organizer to maximize their market out of their country, in this case Indonesia, or even wider.

1.2. Research Objective

The main objective of this research is to investigate whether there is a potential demand in the international market to watch K-League football matches. To be more specific, the viewership intention of Indonesian football fans will be examined using the theoretical framework, theory of planned behavior.

To achieve this, first an elicitation study will be conducted to identify specific modal salient beliefs for the given population. Second, based on the results derived from the elicitation study, a questionnaire will be conducted to examine the relationship of attitude toward behavior, subjective norm, and perceived behavioral control on intention to watch K-League match streaming. In short, factors that significantly influence Indonesian's intention to watch K-league matches will be identified.

To be specific, there is 3 research questions that appear in this research:

RQ1: What is the relationship between attitude toward behavior and

intention to watch K-League matches.

RQ2:   What is the relationship between subjective norm and

intention to watch K-League matches.

RQ3: What is the relationship between perceived behavioral control

and intention to watch K-League matches.

Chapter 2. Literature Review

2.1. Mediated Sport Viewing

Recent era, viewers in 21st century are easily able to view live broadcasts from all over the world, instead of being followed the local programs agenda. Moreover, the personalized & mobile gadget like personal computer, laptop, also smartphone usage made the option easier, also personalized. Thus, the content also generated in various segment and creation.

In general, Buchinger et al. (2011) point out that mobile users want to use mobile devices to: (a) kill time while they wait; (b) stay up-to-date with events, news, and other information of interest; (c) create a private sphere; (d) relax; (e) feel less lonely; (g) create, share, and consume content; and (f) for entertainment. Users are changing from a passive viewing experience to an active one and are seeking content created professionally and specifically for mobile devices. Furthermore, Improvement of mobile devices make easier to exposed various content, including desktop-based content can be accessed by mobile device.

Sun et al., (2016) research on mobile user experience in large sport event point out that personalization approaches helped participants to

overcome the limitations of the stadium (e.g., providing additional views of the event, and promoting wider social interaction).

This, arguably change the behavior of sport media viewing. By case of English Premier League (EPL), Global Web Index (2015) interview 170.000 internet users from 32 markets. It said 3 in 10 internet users are watching EPL matches on TV, with more than 15% watching online. Interestingly, figures can be much higher in Asia, half of Indonesia and Thailand internet user samples are watching EPL. By device trend, 85% of EPL Fans own a smartphone, half have a tablet and 4 in 10 own a games console. One third watch sports programs on their mobiles each month. 1 in 4 use sports apps monthly and 9 in 10 use another device while watching TV.

Those numbers are arguably increasing currently, and it is a big market. Tracing online viewers is another way to understand their fans spending habit.

In spending habit side, in Global Web Matrix (2015) findings too, 73% of samples shopped online in last month and half use mobiles to buy products. Other fact, 4 from 10 are buying clothes via the internet, while a third are doing the same for shoes. Fans also follow the subjective norm idea in buying product they need, it stated 30% of Premier League Fans are using Twitter and 45% are active Facebook users. 1 third of them following sports stars on

social media. Thus, they choose the most reviewed product online and 37% say customer reviews influence them to purchase. Social-network-based retail stores prompt 3 in 10 to shop online. The catch is, 1 third of them following sports stars on social media.

2.1.1. Motivations for Mediated Sport Viewing

Uses and Gratification Theory (UGT), first introduced in the early 1970's, is an audience-centered approach that has been widely used to understand why and how individuals consume different media content. UGT implies the notion that consumers of media content are driven by specific psychological and sociological needs and thus actively seek and select media content to satisfy those certain needs at different times, such as escape, companionship, social interaction, and entertainment (Blumler, 1980).

Fan identification or fandom, agreed by most scholars is one of the strongest motivations of sports fan consumption behavior, including mediated sport viewing. Chan-Olmsted & Xiao, (2019) examine the phenomenon under the conceptual traditions of U & G and sport fandom finds that fandom was tested as a potential moderator of motivators and fan behaviors. The result reveals that the motivation to acquire knowledge is the only significant predictor of smartphone use for sport.

Correlation between fan identification with particular team are in line with behavior of watch games in person or through media, pay more for tickets, spend more on team merchandise, and stay loyal to the team during periods of poor performance (Fisher & Wakefield, 1998).

Feng et al., (2020) discussed about offline versus online sport league demand point three key variables (team winning, the competitiveness of the match, and star power) play a significant role in sports fans' online webcast demand. Meaning, a higher team winning percentage has a positive effect, while an increase in competitive imbalance has a negative impact on the online spectating choice. This is like the offline spectating choices. Star player also shows a significant positive effect on online webcast choice. Demographic characteristics of sports consumers show idiosyncratic differences in their tastes for these demand variables. Also in their findings, due to the considerably lower opportunity/switching cost, online spectators could selectively enjoy the glory of their team's victory.

2.1.2. Influence of Role Models on Mediated Sport Viewing

Another reason people view mediated sport is due to role models, also known as sport stars. Lyle (2013) defines role model as a person 'whom you would deem worthy of emulating". Jones (2011) mentioned that a good role model demonstrates virtues such as sensitivity, restraint, and integrity, at the

right times. They also display appropriate emotions, such as anger and compassion. More so, they perform consistently and steadfastly when upon call. It is from such role models that we learn to become good citizens of our societies.

Three types of role model were discussed well in article from MacCallum & Beltman (2003) in mentoring of Australia's youth research, add to this understanding by identifying three types of role models:

1. People who are successful, admired, well-known or skilled and can be an inspiration to young people. They are often used as guest speakers in workshops, seminars or other relevant programs.

2. Individuals who have a positive attitude, excellent social skills and encourage communication and education. They can demonstrate and set an example for young people in different ways. Through interacting with young people, they are also able to support and encourage them to learn life and problem-solving skills. Such role models are often involved in recreational activities or programs

3. People that take on a mentoring role. Their primary function is to listen, offer advice, offer guidance, and become a significant other in the life of a young person.

This idea of role model in sport and their impact in influencing and inspiring those who watch sports have been documented in previous studies. Role models can distinguish themselves in such a way that others admire and follow them. Drawing on identification and social learning theories, Gibson (2004) research in career development determined role model as a cognitive construction based on the characteristics of a person's role with which an individual identifies as worth emulating or perceives to be similar to his or her own experiences. Based on that argument, people keen to actively search for suitable role models (Mutter & Pawlowski, 2014).

If we consider role model not only in human perspective, we found that fan identification also related to the clubs. Recent study of Lee (2022) in Hongkong market point out that Hong Kong-based football fans can become passionate supporters of European clubs as they have been excluded from the geographical constraint. However, the freedom of choice they can enjoy when choosing their favorite overseas clubs is rather limited as they have also been re-embedded into a global media-football nexus shaped by global capital. Means, globalization did dramatically transform football fandom in Hong Kong.

In Indonesian case, Ferrari, (2019) finds that Indonesian Juventus fans usually became fans of Italian club because of the mediated match of Italian

Serie A on TV. To be specific, that has occurred in the 90s by the local RCTI broadcast. Juventus Indonesia Community (JIC) is one of the renowned football fandoms in Indonesia. Case of Juventus 2004 summer tour in Asia, Jakarta's Gelora Bung Karno stadium of 76.000 seats, were sold out.

2.1.3. Influence of Role Models on Country-of-Origin Image

Besides the influence of Role models in sport in influencing people to watch certain sports, the presence of role models in sport can influence the way people perceive the country in which the role model is from. Wu et al., (2016) describe Country of Origin (COO) as "the information about where a product is made. Its effects are described as the gap or disparity in consumer responses to certain product by virtue of the country perceived as the source of the product or brand.

Thus, Lobb et al. (2007) emphasis further using TPB model that, COO is stated as a quality cue for reliability, safety, and durability, reducing the perceived buying risks. Its relevance as a quality cue is particularly on the rise in buying situations where there is a lack of other information as such.

Mentioned in chapter 1 above that Korean wave phenomenon, within the k-pop idols or k-drama actor/actress, and its effect in foreign countries, including Indonesia. Tjoe & Kim (2016) studied there is positive relationship directly to the purchasing intention of Korean products in Indonesia.

Furthermore, it has positively significant relationship with the image of Korean country-of-origin.

In football, in major foreign football leagues and European competitions has become much easier for fans and consumers to access through internet. Multinational media networks have secured broadcasting rights for the core European leagues and their sportscasts reach millions of people worldwide. For example, England's Premier League is broadcasted in 185 countries and reaches 725 million households (Global Web Index, 2015). Hinson et al., (2020) studied a case of EPL COO in emerging market. Results show that more than half of the respondents (62.96 per cent) associated the quality of the EPL to its COO. This link shows that the COO can affect consumers' perceptions of quality. The evidence also advocates for the need for inclusion of perceived brand quality in internationalization and brand building strategies. Theoretically, it can be seen that the perceived quality of the league is based on the country of origin.

Furthermore, football fandom studies from Lee, (2022) describe why EPL fans grow better in Hong Kong. The British connections with the city history, plus the status of English language are arguably significant ideas why Hong Kong's media gave English football much exposure since the 1970s. Publicity of top EPL clubs Hong Kong's media landscape has given them an

advantage over other elite European clubs. Even for his interviewees who grew up in the Internet era, 'traditional' media, such as TV and newspapers, had a more significant role to play in influencing their choices. One possible reason is that even for younger interviewees whose origin of fandom is almost exclusively media-dependent, they have already chosen an overseas club to support when they were in secondary school or even in primary school. That is, allegiance has already been pledged before they had acquired the skills and habits to look for more information about lesser-known European clubs, which is often unavailable in Chinese language on the Internet.

2.2. The Theory of Planned Behavior (TPB)

One of the renowned endorsed models in applied social psychology is the Theory of Planned Behavior (TPB) by Ajzen (1991), Generally, TPB is the theory design to predict and explain human behavior in specific content. Empirical reviews of the TPB have supported its utility across various physical behavioral domains, including complementary medicine (Furnham & Lovett, 2001), and deviant behaviors in sport (Kang, et al., 2021). The Theory of Planned Behavior or TPB is used to describe social behavior and how this social behavior follows well-developed plans and is a theoretical extension of the Theory of Reasoned Action (TRA).

The TRA itself used to describe intentions and behaviors that are under the control of the individual. The theory is used to predict these behaviors and assist the understanding of their psychological determinants, "Barring unforeseen events, people are expected to act in accordance with their intentions". Intentions are therefore viewed as the immediate determinant of action (Ajzen, 1985).

However, as the theory relates to the understanding of human behavior, there is two limiting the TRA (Ajzen 1985). First, there is barriers present between intention and actual behavior that can change intention. Identified four unique barriers that can influence an individual to change their intention, and ultimately their behavior. Second, factors that are both internal to and external of the individual can impact the intended behavior.

So, as theoretical extension of the TRA, the TPB includes a third elements, perceived behavioral control (PBC). Acknowledging that human behavior is in many forms depend on the actions and view of others as well as internally held beliefs, Ajzen (1991) conceptualized the TPB as including five unique elements: attitude toward the behavior, subjective norm, perceived behavioral control, intention, and actual behavior.

TPB provides a useful conceptual framework for dealing with the complexities of human social behavior. Attitudes toward the behavior,

subjective norms with respect to the behavior, and perceived control over the behavior are usually found to predict behavioral intentions with a high degree of accuracy. In turn, these intentions, in combination with perceived behavioral control, can account for a considerable proportion of variance in behavior (Ajzen, 1991). As illustrated in the structural diagram, a direct antecedent of behavior is intention-similar to the relationship offered in the TRA. Attitude toward the behavior, subjective norms, and perceived behavioral control all impact each other, which in turn are all antecedents to intention. Attitude toward the behavior and subjective norms have been associated to have direct impact on intentions, while perceived behavioral control is an antecedent of intention but is also suggested to have a direct impact on behavior.
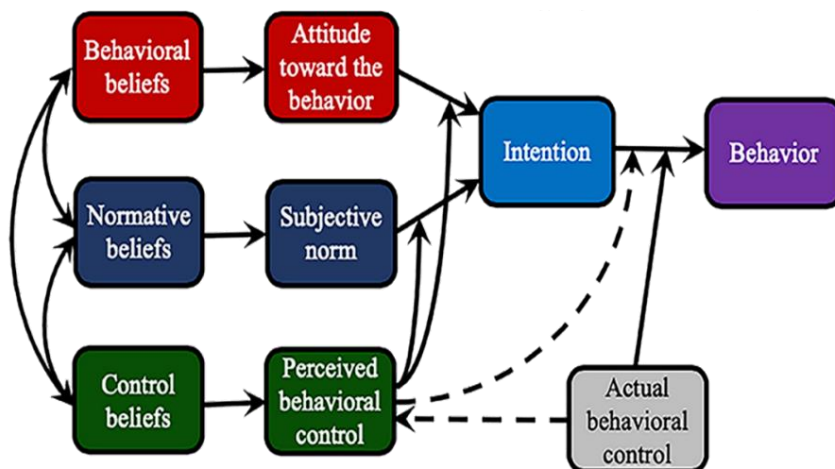
Figure 1. Theory of Planned Behavior model. Ajzen (1991)

Sport scholars specifically have provided evidence in support of the TPB being used in and predictive of sport activity behavior. Lu et al. (2013) analyzing the game-attendance behavior among amateur athletes (N=154), concluded that PBC significantly predicted attendance behavior through intention. Results showed that the fan community attachment construct was significantly predictive of attendance, whereas team identification, satisfaction, and behavioral intentions were not. These findings gave new insight to the TPB in the sport consumer context and provided support for the direct impact of elements external to the individual on actual behavior.

Efforts to predict behavior in the sport context have suggested that the TPB is a viable theoretical underpinning in sport consumer behavior scholarship. Considering the results offered in previous scholarship and the nature of this study as an examination of the antecedents of actual sport consumer behavior, the TPB will be used as a theoretical framework in the current study and in the formulation of the study's hypothesis.

Latest TPB model used by C. G. Lee et al. (2020) to predict physical exercise among Korean firefighters. Interesting that, elicitation study conducted to get the general ideas of modal salient belief, then construct questionnaire accordingly. Although the TPB is specified at the individual

level, in practice, it is more convenient to identify idea of the most held beliefs in a given population (Fishbein & Ajzen, 1975). Then, it is important to conduct elicitation study in a representative sample of the target population.

It provided vital information of the behavior's cognitive foundation in specific population, whether use elicitation study in TPB model is unprecedented. However, TPB model utilizing elicitation study may justify with 3 reasons. First, important to examine the modal salient beliefs about exercise in diverse populations, because not all populations share the same feelings and thoughts the idea. Second, recent TPB studies that had conducted an elicitation study could not decide whether participants in the main study and the elicitation study were similar. Third, since only majority salient beliefs affect intention and behavior, researchers should identify modal salient beliefs that significantly affect behavior through intention using statistical methods such as structural equation modeling (Lee et al., 2020).

2.2.1. Attitude Toward Behavior

Attitude toward behavior is summative of belief index, the strength of each salient belief combined in a multiplicative fashion with the subjective evaluation of the beliefs attribute, and the resulting products are summed over the salient belief.. Meaning, a person's attitude is direct proportional to this summative belief index (Ajzen, 1991). The more favorable an attitude, the

higher the probability that the individual holds a strong intention to perform that behavior.

Ajzen (2002) argue, "The degree to which a person has favorable or unfavorable evaluation or appraisal of the behavior in question" is evident idea of this built. Ajzen and Fishbein (1980) in TRA stated that "Attitude towards behavior depends on expectations and beliefs about likely personal impact of outcomes serving from performing the behavior". According to the Fishbein-Ajzen model, the performance or nonperformance of specific behavior is decided by the intention to perform that behavior (Fredricks & Dossett 1983). Behavioral intention is a function of beliefs, not about the object of the behavior, behavior itself. Study of Fredricks & Dossett determines also behavioral intention is considered to be the immediate determinant of overt volitional behavior.

Ajzen (1991) thus speaks of behavior-goal units, and of intentions as plans of action in pursuit of behavioral goals. Later attempt to volitional action, psychologists are becoming pain attention in the role of control over desired behavior then define main measuring factor is actual control is self-evident that resources and opportunities available to individuals must, to some extent dictate the likelihood of behavioral achievement.

2.2.2. Subjective Norm

Subjective norms refer to social situations and the individual's perceptions of pressure to perform or not to perform the behavior. Subjective norm implies the expectations or social pressures that are considered to carry out a specific action. Thus, it is related to normative belief which is combination of the different referents, determine the prevailing subjective norm that perceived social pressure to involved (or not involved) in actual behavior. Ajzen & Fishbein (1980) determine subjective norm are defined by total set of accessible normative beliefs concerning the expectations of important referents. Normative belief is also influence of social norm,

According to the study about the student intention become self-employed in Ukraine by Solesvik et al. (2012) stated that the perceived social pressure to perform the action of being monitored. The opinion of significant others (i.e., members of the family, close friends, and other important people, such as favorite player, coach and team etc.) are important to their intention.

According to Göckeritz et al, (2010) argue that there is a strong correlation between descriptive normative beliefs and behavioral intentions. Other word, normative beliefs influence behavior. So, normative intervention could be a strong tool to change the behavior. Social influence of external social factors on individual behaviors classified two section that normative

social influence and information social influence, "Injunctive norm" called ought and "descriptive norm" that usually called norm.

Research of Fang et al. (2017) discussed that people make judgement on whether a behavior is typical, normal, effective, adaptive, or appropriate by observing the specific behavior displayed by people around them.

2.2.3. Perceived Behavioral Control (PBC)

This PBC is the different of TPB from TRA. PBC refers to people's perception of the ease or difficulty of performing the behavior of interest. PBC includes individuals' past experiences as well as anticipated obstacles and resources (e.g., the availability of opportunities, time, money, skills) to perform the behavior (Ajzen, 1991).

Perceived Behavioral Control (PBC) factor reflects past experience as well as external factors, such as anticipated impediments, obstacles, resources and opportunities that may influence the performance of the actual behavior. PBC has two dimensions that perceived likelihood of encountering factor and expecting direction between perceived behavioral control and behavioral achievement is that used as a substitute for a measure actual control. This definition is general approach of determination of theory as phycological path. Also, Ajzen stated that perceived behavioral control may not be particularly realistic when a person has relatively little information about the behavior,

when requirements or available resources have changed, or when new and unfamiliar elements have entered the situation. Under those conditions, a measure of perceived behavioral control may add little to accuracy of behavioral prediction (Ajzen and Fishbein, 1980).

Further in Solesvik et al., (2012) research of the self-employment research noted that reflect the extent to which an individual controls belief about the activity being studied, one of the results is student would be able to control their destinies as entrepreneurs.

In sport management context, perceived image of a sport, event, or team and its impact on sport consumer's responses is widely examined. For example, perceived image of a sport affects an individual's interest in the sport and intention to attend a sporting event (Beech et al., 2000).

However, to the extent that perceived control is realistic, it can be used to predict the probability of a successful behavioral attempt. According to the TPB determine behavior is weighted function of intention and perceived behavioral control; and 13 intention is the weighted sum of the attitude, subjective norm (Ajzen, 2002).

2.2.4. Intention

Intention and behavior are altogether. Previous several studies apply theory of planned behavior to analyses relationship between intention to do

activity in order to do that found systematic subsequent of relations between variables. In this field, Hausenblas et al. (1997) note the experiment that physical activity in certain number exercise found that intention had significant effect on exercise behavior, and attitude had a big effect on intention. Hagger et al. (2002) study the motive in physical activity intention showed that 44.5% of the variance in intention could be predicted by perceived behavioral control, subjective norm and attitude.

Further, Neipp et al. (2013) research in people do regular PA and non-regular PA subject showed relationship between intention between constructs of TPB that 67% of the variance can explained intention of the physical exercise. TPA applied several fields to be predict to behavioral intention. Result shown same with previous studies as a social pressure, attitude and perceived behavioral control show significant and positive influence to purchase mutual funds. Regarding on previous studies with evidence that researcher predict that attitude and subjective norm might have more unique relationship between intentions.

Many researchers discussed TPB as a strong tool to predict human behavior in physical applications such as physical activity (Juschten et al., 2019; C. G. Lee et al., 2020b; Park et al., 2020), or visit a place or event (Chen & Tung, 2014; Juschten et al., 2019). However, in current digital era, TPB

also shifting as a common tool to construct prediction of people's behavior in internet, namely music streaming intention ((Bolduc & Kinnally, 2018; Kinnally & Bolduc, 2020), or even movie streaming platforms (Sardanelli et al., 2019).

2.3. Research Model & Hypotheses

2.3.1. Research Model

According to the TPB model, an individual's performance of a specific behavior is determined by his/her behavioral intention to perform the behavior. This behavioral intention is in turn determined by three factors related to the behavior: the person's attitude, subjective norms, and perceived behavioral control. So, based on empirical evidence discussed specifically in the literature review section, a research model was proposed.

This study incorporated mediated sport model into the TPB model to form the extended TPB model. As for the antecedent of the components of the extended TPB model, this study adopted view that factor would exert certain influences on consumers' who exposed to the situation-specific beliefs while believing that this would have some direct impacts on the components of the extended TPB model. The research framework of this study is depicted in Figure 2.
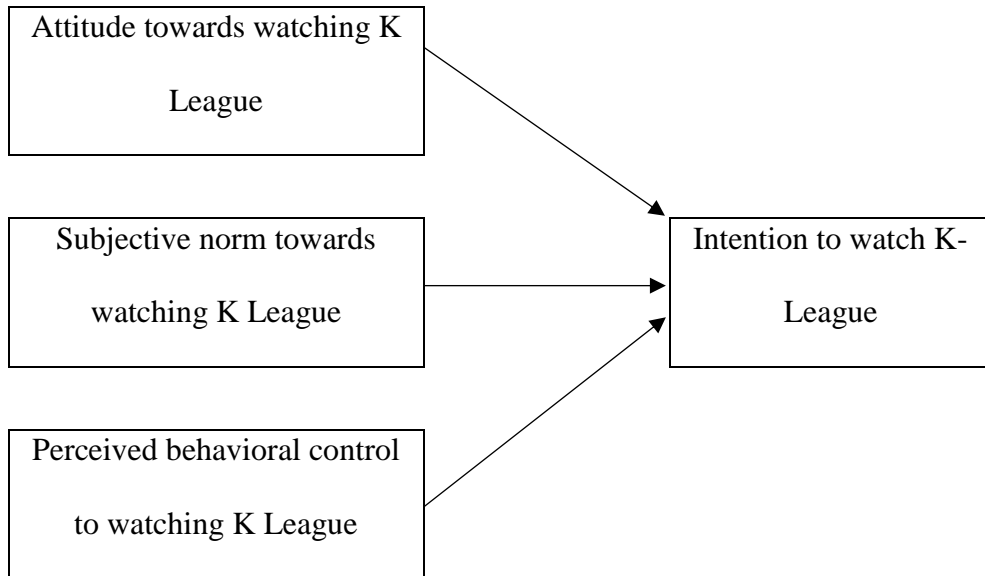
Figure 2. Research Model.

2.3.2. Research Hypotheses

To test and justify the proposed research model, research hypotheses were formulated based on the preceding theoretical background and empirical evidence discussed in the literature review section. For this study, the following research hypotheses were proposed:

H1:   There will be a positive relationship between attitude toward behavior and intention to watch K-League matches.

H2:   There will be a positive relationship between subjective norm and intention to watch K-League matches.

H3: There will be a positive relationship between perceived behavioral control and intention to watch K-League matches.

Chapter 3. Method

3.1. Research Design

The main purpose of this research is to examine the K-League match streaming intention among Indonesian football fans. To find out, two main stages were conducted. First stage is to conduct an open-ended elicitation interview to identify the salient factors which can determine the intention to stream K-League match. Objective of elicitation study is to know and assess the top salient beliefs that influencing attitudes, subjective norms, and their perceived behavioral control about the watching intention. Then, we made the TPB questionnaire for quantitative data analysis according to (Ajzen, 2002).

3.1.1 Elicitation Study

TPB are well known and widely used as theoretical framework for explaining health-related behaviors, including sport event behavior. TPB posits that attitude (positive or negative evaluation), subjective norm (social approval or disapproval, and perceived behavioral control (ease or difficulty) are determined by behavioral, normative, and control belief respectively. These salient beliefs considered to be the predominating intention and behavior; it is playing an essential role in devising effective behavior change intervention.

Although the TPB is specified at the individual level, in practice, it is more convenient to identify idea of the most held beliefs in a given population (Fishbein & Ajzen, 1975). Elicitation studies are recommended when using the theory of planned behavior (TPB) to establish the cognitive foundation of a population's salient exercise beliefs (Downs & Hausenblas, 2005). Then, elicitation study conducted in a representative sample of the target population. It will provide significant information of the behavior's cognitive foundation in specific population, use elicitation study in TPB model is unprecedented. However, TPB model utilizing elicitation study may justify with 3 reasons. First, important to examine the modal salient beliefs about mediated sport viewing in diverse populations, because not all populations share the same feelings and thoughts the idea. Second, recent TPB studies that had conducted an elicitation study could not decide whether participants in the main study and the elicitation study were similar. Third, since only majority salient beliefs affect intention and behavior, researchers should identify modal salient beliefs that significantly affect behavior through intention using statistical methods such as structural equation modeling (C. G. Lee et al., 2020a).

By the Target, Action, Context, and Time (TACT) elements (Ajzen, 2002) as main question construct to the elicitation interview. So, researcher

propose with "watch K-League match at least 1 game per week in streaming site for in the next season." By that, watching K-League is clearly part of the action element, but include 1 game per week in this element also key point. The streaming site as the context. Lastly, the time element is defined as in the next league season.

3.1.2 Development of TPB Survey

Based on the elicitation interview result, 6 most frequent beliefs responses determined. The chosen answer factors relate, selected as salient control beliefs. These 6 important salient beliefs according to our interviewee answers, more specifically, 2 answer for behavioral belief, 2 answer for normative belief, and 2 answer for control belief. Thus, the salient belief constructs the main questionnaire for this study, which is TPB questionnaire. By the main TPB questionnaire we collect all the necessary data for our data analysis. The final TPB questionnaires constructed by Ajzen (2002) TPB construction.

TPB questionnaire tried to identify the correlation and association among these salient beliefs with intention based on salient beliefs which determined as independent variable, 15 questions of 7- point Likert scale was applied to answer these questions in the questionnaire.

3.2. Participants and Data Collection

In this study, the target population are the Indonesian football fans recruited using convenient sampling. To maintain the accuracy and reliability, population requested to answer the socio-demographic and their related profile the social demographic questionnaire may ask in age, gender, education level, profession, income, marital status, club fandom, mediated football watching behavior, and location.

Questionnaire survey constructed using the online questionnaire tool; google form (https://docs.google.com/forms), consent forms also including in it. 300 participants expected to recruit in this questionnaire, and 10 random participants receive souvenirs of K League and Indonesian football merchandise, worth at least $5.00 each. Survey collection via twitter (https://twitter.com/fahrochi01/status/1591260763251159040?t=SCNaMonn 2tIC_AchHav6PA&s=19) and mentioned to social media supporter based within Indonesian territory. Twitter is the one of the popular social media applications for Indonesian citizen.

3.3. Data Analysis Procedure

Using the data collected, this research aims to test the research hypotheses, the statistical program STATA was used to analyze the data

collection. this study conducted descriptive statistics analysis, reliability analysis, confirmatory factor analysis and structural equation modeling analysis to test the proposed research model. For data analysis, the statistical package will be used.

Descriptive analysis will be conducted to summarize and describe the collected data, including questions related to the TPB and social demographic questions. Furthermore, reliability analysis will test the validity of the measures. to confirm that the items accurately measure the variable intended. To test this, the current study will adopt Cronbach's alpha to confirm reliability. Then, confirmatory factor analysis will be conducted to assess the construct validity of the research model. Lastly, structural equation modeling (SEM) will be used to test the expected direct or indirect effects of the modal salient beliefs on the intention to watch the K-League match streaming.

Chapter 4. Results

4.1 Elicitation interview & TPB Questionnaire development

First step of the research, elicitation study interviewed 11 Indonesian football fans who have existing awareness in K-League matches, from journalist, pundit, K League fanbase administrator, to student who live in Korea. List of participants shown in Table 1. There is only 1 female, and the rest is male. Most of them is living in Indonesia, and only 1 who currently live in Korea as a student.

Table 1.

Elicitation Study Participants

Name	Age	Gender	Background
Interviewee A	27	Female	K League fanbase administrator
Interviewee B	30	Male	Football journalist
Interviewee C	23	Male	Ansan Greeners fan
Interviewee D	23	Male	Jeonbuk Hyundai fan
Interviewee E	23	Male	Indonesian football fan
Interviewee F	37	Male	Football photographer
Interviewee G	30	Male	Salaryman
Interviewee H	25	Male	Football analyst

Interviewee I	25	Male	Part-timer
Interviewee J	26	Male	Student in Korea
Interviewee K	26	Male	Indonesian football fan

This interview asked open-ended question interview to them, to examine the salient behavioral, normative, and control belief following guidelines of elicitation study suggested by Ajzen & Fishbein (1980).

Table 2.

Responses for Elicitation Study.

Concept	Questions	Most Frequent Responses
Attitude to Behavioral Beliefs	1. What are the advantages or good things that might happen if you watch K-League match at least 1 game per week in streaming site for in the next season?	Understand the Korean football (4 answers), Can see Indonesian player play (3 answers); Entertaining (3 answers)
	2. What are the disadvantages or bad things that might happen if you watch K-League match at least 1 game per week in streaming site for in the next season?	Time consuming (4 answers); Did not found any (3 answers);

Subjective Normative Beliefs	1. Who are the people or groups might approve if you watch K-League match at least 1 game per week in streaming site for in the next season?	Friends (4 answers); spouse/family (2 answers), coworker (2 answers)
	2. Who are the people or groups might disapprove if you watch K-League match at least 1 game per week in streaming site for in the next season?	None (6 answers); Family (2 answers); Friend (1 answer)
Perceived Behavioral Control Beliefs	1. What might make it easier for you to watch K-League match at least 1 game per week in streaming site for in the next season?	Easy to access the streaming (7 answers); free to watch (3 answers)
	2. What might make it more difficult for you to watch K-League match at least 1 game per week in streaming site for in the next season?	Bad internet/signal (4 answers); time is conflict with working/other activity (3 answers)

Based on that elicitation answers in Table 2, TPB questionnaires can construct. For the full questions, please refer to the table 3. In this research,

there are 4 variables consisting of attitude toward the behavior (ATB), subjective norm (SN), perceived behavioral control (PBC), dan Intention to watch K-league (INT), based on 15 questions construct from TPB.

Table 3.

Questionnaire Items of TPB Constructs.

Variable	Questions	Scale
Attitude Towards Behavior	1. Watch K-League match at least 1 game per week in streaming site for in the next season will increase my understanding of Korean football 2. Increasing my understanding of Korean football is beneficial for me 3. Watch K League match at least 1 game per week in streaming site for in the next season will be time consuming for me 4. My watching time consuming will not be valuable for me	1-7 Likert
Subjective Norm	5. My friends thinks that I should watch K-League match at least 1 game per week in streaming site for in the next season	1-7 Likert

	6. How much do you want your friends thinks you should do it?	
	7. My family thinks that I should not watch K-League match at least 1 game per week in streaming site for in the next season	
	8. How much do you want your family thinks you should not do it?	
Perceived Behavioral Control	9. I expect that the streaming access make it easier for me to watch K-League match at least 1 game per week in streaming site for in the next season 10. Easy streaming access would make easier for me to watch K-League match at least 1 game per week in streaming site for in the next season 11. I expect that bad connection/bad internet will make me difficult to watch K-League match at least 1 game per week in streaming site for in the next season 12. Bad connection/bad internet would make more difficult for me to watch K-League match at least 1 game per week in streaming site for in the next season	1-7 Likert

Intention	13. I intend to watch K-League match at least 1 game per week in streaming site for in the next season	
	14. I will try to watch K-League match at least 1 game per week in streaming site for in the next season	1-7 Likert
	15. I plan to watch K-League match at least 1 game per week in streaming site for in the next season	

4.2 Data Collection

Survey conducted via twitter on November 12, 2022. 785 people responded the survey. By clean the data and filter the incomplete answers, a final 623 responses proceed for the analysis.

Thus, Respondent characteristic in this research is based on question of age, gender, last education, occupation, and monthly income. In addition, to measure the level of sports involvements, questions adapted from Personal Involvement Inventory scale by Zaichkowsky (1994) added.

Table 4.

Respondent Characteristics.

Demographic Category	Frequency	Percentage (%)
Gender		
Male	608	97.6
Female	15	2.4
Age		
10-19 Years old	12	1,9
20-29 Years old	389	62,4
30-39 Years old	191	30,7
40 Years old or above	31	5,0
Last education		
High school/lower	171	27.5
Diploma/equivalent	49	7.9
Bachelor's degree/equivalent	358	57.5
Master's degree/above	45	7.2
Occupation		

Student	143	23.0
Office worker	291	46.7
Entrepreneur	45	7.2
Self-employee	74	11.9
Teacher	18	2.9
Daily worker	18	2.9
Others	34	5.4
Monthly income (Indonesian Rupiah)		
Under 1 million	123	19.7
1 million – 4.999 million	279	44.8
5 million – 9.999 million	157	25.2
10 million or above	64	10.3

Based on table, indicates that from 623 respondent, majority respondent is male of 608 or 97.6%. Meanwhile, female is 15 respondent or only 2.4%. Thus, respondent by the age dominated by 20–29 years old of 389 people or equivalent to 62.4%, much more than the second proportion of 30-39 years old with 191 respondent or a bit above 30%. Only 12 respondent or 1.9% in 10-19 years old category.

In education perspective, Bachelor's degree/equivalent education is the majority with 358 respondent or 57.5%, following by High school/lower status of 171 persons or 27.5%. Followed by diploma/equivalent and Master/above by 7.9% and 7.2%.

Further, occupation of respondents is varied. The most respondent are Office worker with 291 persons (46,7%), second is Student with 143 (23%), following by Self-employee 74 (11,9%). Others are not significant, with 5.4%

Lastly, respondents with Monthly Income of 1 million – 4.999 million is the highest percentage of 44.8% with 279 people, significantly far from the second category of 5 million – 9.999 million with 157 respondents on 25.2%. However, almost 20% of respondents have the lowest income with under 1 million per month.

Lastly, questions of Personal Involvement Inventory scale adapted by Zaichkowsky (1994). Generally, provided significant results with mean 50.33, with median of 52. This specific data shows standard deviation of 5,650 with variance 31,926.

Table 5.

Sports Involvement Inventory Items.

To me, sports are:	Mean	SD	Min	Max
1. Boring - exciting	6.74	0.59	1	7
2. Interesting - uninteresting	6.76	0.52	4	7
3. Valuable - worthless	6.15	1.02	2	7
4. Appealing - unappealing	6.51	0.78	1	7
5. Useless - useful	6.03	1.10	1	7
6. Not needed - needed	5.98	1.10	1	7
7. Irrelevant - relevant	6.14	0.98	3	7
8. Important - unimportant	6.00	1.07	1	7

4.3 Data Analysis

4.3.1 Descriptive Analysis

Descriptive statistics by questionnaire items were asked including 4 items of attitudes towards behavior, 4 items of subjective norm, 4 items of perceived behavioral control, and 3 items of intention to watch. All questions measured using a 7-point Likert scale.

The results indicated that, for the perceived behavioral control variable, respondents tended to perceive highest levels of agreement on the

measurement items with the mean scores with 5.2 (Standard Deviation or SD ±1.08). Intention to watch is second highest, 5.2 SD ±1.19). Followed by attitude towards behavior with mean of 4.13 (SD ±0.93). Lastly, for the lowest level is of agreement is in subjective norm with mean score were 3.86 (SD ±0.78).

Table 6.

Descriptive Statistics of Measurement Items.

	Min	Max	Mean	SD
Attitude towards behavior	1.75	7	4.13	0.93
Subjective norm	2	7	3.86	0.87
Perceived behavioral control	1.75	7	5.86	1.08
Intention	2.67	7	5.2	1.19

Furthermore, Cronbach's α coefficient was adopted in the study to evaluate the reliability of the measurement items used in the study. All values were above 0.7, above the threshold level of internal consistency proposed by Nunnally and Bernstein (1976).

Table 7.

Reliability Test of Measurement Items.

	No. of Items	Cronbach's α	Fit
Attitude towards behavior	4	0.814	Good
Subjective norm	4	0.793	Enough
Perceived behavioral control	4	0.863	Good
Intention	3	0.927	Excellent

4.3.2   Confirmatory Factor Analysis

To assess the measurement model, Confirmatory Factor Analysis was conducted with statistical test to find out the determined model fit. Absolut fit indices included, some of them is , χ^2 /df, TLI, CFI, SRMR and RMSEA (Hu & Bentler, 1999).

The CFA results in this research model is fit, then indicated that the proposed model was coherent for the analysis. Table 7 below describes the Goodness of fit indices for the measurement model. Including all the tests stated above.

Table 8.

Goodness of Fit Indices for Measurement Model.

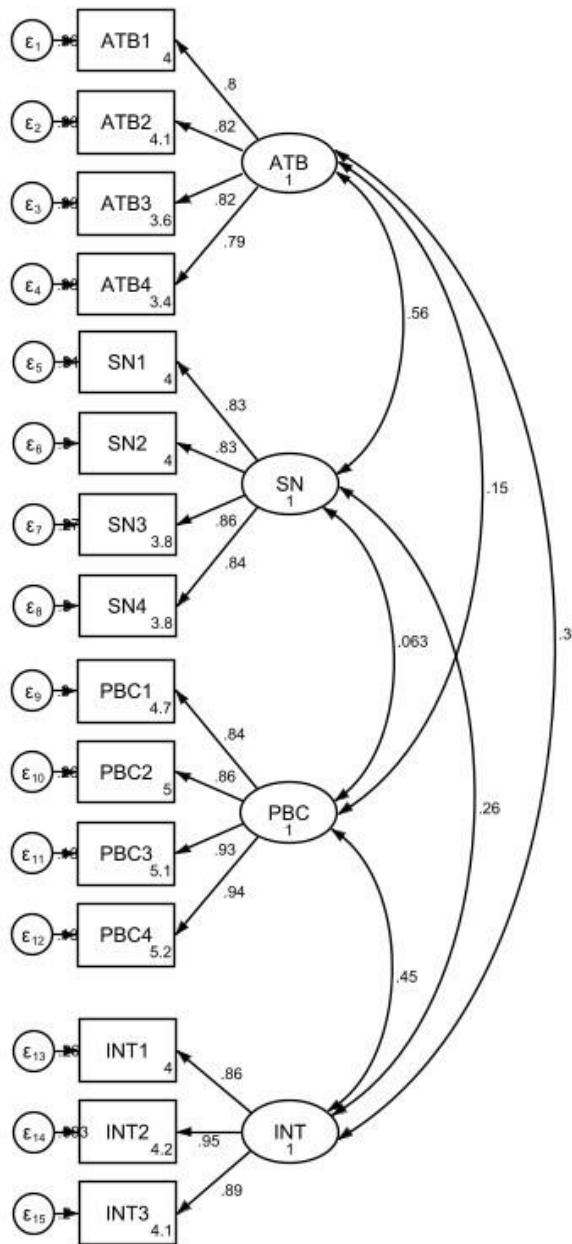| Indices	Recommended criteria	Observed values
Chi-Square/df ($\chi 2$ /df)		9.041
Comparative Fit Index (CFI)	> 0.90	0.912
Tucker-Lewis Index (TLI)	> 0.80	0.891
Root Mean Square Error of Approximation (RMSEA)	< 0.1	0.118
Standardized Root Mean Square Residual (SRMR)	< 0.08	0.040

Figure 3. CFA of Measurement Model.

Thus, reliability and validity tests were executed to test the liability of the model. Reliability was estimated using composite reliability test, the results show that all variables were above the recommended threshold of 0.7 (Hair et al., 2009). Convergent validity also reached as the average extracted variances (AVE) values was above the 0.5 level, indicating that more than half of the variances observed would be accounted for by the hypothesized variables (Fornell & Larcker, 1981). CFA confirmed that all AVE values and factor loadings showed greater values than the recommended 0.5 (Hair et al., 2009) indicates all constructs in the measurement model displayed adequate convergent validity.

Then, to determine discriminant validity, the square root of AVE was calculated, as the criterion proposed by (Fornell & Larcker, 1981), and provide a confirmation that the value for each variable was higher than any correlation coefficient within every other variable in the model. Confirmation of discriminant validity show that all measured constructs in the model are significantly different. Table 8 provided the results confirming discriminant validity is outlined. Following by table 9 that indicates factor loading, composite reliability, and average variable extracted.

Table 9.

Discriminant Validity Test of Constructs.

	1	2	3	4
Attitude towards behavior	0.8			
Subjective norm	0.5	0.84		
Perceived behavioral control	0.15	0.06	0.89	
Intention	0.34	0.24	0.44	0.9

Note. Correlation coefficients are included in the lower triangle of the matrix, and the square root of AVE is stated on the diagonal.

Table 10.

Reliability and Validity Test of Constructs.

Variables	Indicator variables	Factor loading >0.5	Composite reliability >0.7	Ave. var. extracted >0.5
Attitude towards	ATB1	0.80	0.88	0.65
behavior (ATB)	ATB2	0.82		
	ATB3	0.82		
	ATB4	0.79		
Subjective norm	SN1	0.83	0.9	0.7
(SN)	SN2	0.83		
	SN3	0.86		

	SN4	0.84		
Perceived	PBC1	0.84	0.94	0.8
behavioral control	PBC2	0.86		
(PBC)	PBC3	0.93		
	PBC4	0.93		
Intention (INT)	INT1	0.86	0.93	0.81
	INT2	0.95		
	INT3	0.89		

This AVE value is used to describe the magnitude of the variance or the diversity of indicators in the latent variable. To show a good measure of convergent validity, the AVE value must be above 0.5. This value means that the latent variable can explain more than half of the diversity of the indicators in each variable.

4.3.3 Square Equation Modeling

Structural Equation Modeling (SEM) was adopted to measure the structural model and identify the interrelationships among variables, in this research, attitude, subjective norm, perceived behavioral control, and the intention to watch K League itself.
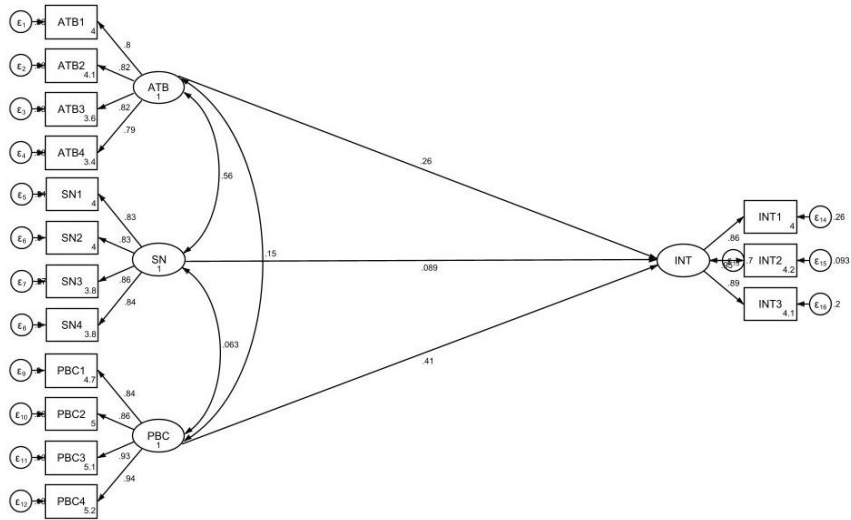
Figure 4. Result of SEM.

Table 11.

Goodness of Fit Indices for Research Model.

Indices	Recommended criteria	Observed values
Chi-Square/df ($\chi 2$ /df)		9.041
Comparative Fit Index (CFI)	> 0.90	0.912
Tucker-Lewis Index (TLI)	> 0.80	0.891
Root Mean Square Error of Approximation (RMSEA)	< 0.1	0.114
Standardized Root Mean Square Residual (SRMR)	< 0.08	0040

To ensure data fit to the proposed model, overall goodness of fit for the structural model was examined. CFI reported above 0.9, and TLI value above 0.8; while values for RMSEA and SRMR both above threshold which all indicated good model fit (Hair et al., 2009). Stated that, a further detailed evaluation of the structural model could be carried out, identifying a magnitude degree and significance for each path coefficient within the model.

Table 12.

Summary of Path Coefficients for Structural Model.

Path	Coefficients	S.E	P	Significancy
ATB -> INT	0.163	0.44	0.00	Significantly Positive
ATB -> INT	0.363	0.44	0.01	Significantly Positive
ATB -> INT	0.324	0.39	0.00	Significantly Positive

Firstly, path coefficient between Attitude toward the behavior and Intention to watch the K-league is the least significant among others with the estimated value is 0.163, which indicates that the direction of the relationship between Attitude toward the behavior and Intention to watch K-league is unidirectional. Thus, the H1 hypothesis in the study which states that "There will be a positive relationship between attitude toward behavior and intention to watch K-League matches" can be accepted.

5 9

Secondly, the influence between Subjective norms and Intention to watch K League is significant with a positive estimated value of 0.363 which indicates that the direction of the relationship between the Subjective norm and the K-League's Intention to watch is unidirectional. Thus, the H2 hypothesis in the study which states that "There will be a positive relationship between subjective norms and intention to watch K League matches" can be accepted.

Third and lastly, the influence between perceived behavioral control and Intention to watch K League is significant with positive estimated value of 0.324 which indicates that the direction of the relationship between Perceived behavioral control and Intention to watch K-league is unidirectional. Thus, the H3 hypothesis in the study which states that "There will be a positive relationship between perceived behavioral control and intention to watch K-League matches" can be agreed.

Furthermore, the three variables that directly affect the Intention to watch K-league. Even though, perceived behavioral control has the greatest influence because it has the highest estimated value of 0.363 compared to the other two variables in this research:

Table 13.

Goodness of Fit Indices for Research Model with Control Variable.

Indices	Recommended criteria	Observed values
Chi-Square/df ($\chi 2$ /df)		9.041
Comparative Fit Index (CFI)	> 0.90	0.912
Tucker-Lewis Index (TLI)	> 0.80	0.891
Root Mean Square Error of Approximation (RMSEA)	< 0.1	0.114
Standardized Root Mean Square Residual (SRMR)	< 0.08	0040

Chapter 5. Discussion

Based on literature, there are several ways to predict the human behavior, one of it is TPB. However, in recent times of digital world, TPB also an interesting framework to predict human behavior in regards of digital intention. Therefore, this research examined mediated sport viewing intention, to be specific the prediction of future behavior of streaming intention of K League for Indonesian fans. Overall findings were consistent with the hypotheses demonstrated throughout the research.

5.1 Key Findings

The purpose of this study was to find the factors that predict streaming intention to watch K League among Indonesian football fans, by examinate the relationship between attitude towards behavior, subject norm, perceived behavioral control with the intention. Within 623 respondents characteristics by age, gender, last education, occupation, and monthly income. The data collected was tested to find out the hypothesis.

The results of 15 TPB questions indicated that, highest levels of agreement on the measurement items are the perceived behavioral control variable with the mean scores with 5.2 (Standard Deviation or SD ±1.08). Intention to watch is second highest, 5.2 SD ±1.19). Followed by attitude

towards behavior with mean of 4.13 (SD ±0.93). Lastly, for the lowest level is of agreement is in subjective norm with mean score were 3.86 (SD ±0.78).

The CFA results in this research model is fit, then indicated that the proposed model was coherent for the analysis. Then, Structural Equation Modeling (SEM) was adopted to measure the structural model and identify the interrelationships among variables.

From 3 hypotheses in this study, all of three variables have been accepted based on the path coefficient. Attitude toward the watching intention of K-league is the least significant among others with the estimated value is 0.163. Secondly, the influence between Subjective norms and Intention to watch K League is significant with a positive estimated value of 0.363. Lastly, the influence between perceived behavioral control and Intention to watch K League is significant with positive estimated value of 0.324. Three of that variables are positively significant to the watching Intention of K League at least once a week in next season.

5.2 Theoretical and Practical Implication

By these findings, there is some theoretical contributions to the literature and provide insight into Indonesian fans intention to watch K League. This result similar to several literature of prediction behaviour in physical activity or exercise related. One of it is research of (C. G. Lee et al.,

2020b) when predicting voluntary exercise training using elicitation and the TPB revealed an excellent fit between our theoretical model and the data. Added empirical reviews of the TPB have supported its utility across various physical behavioral domains, including complementary medicine (Furnham & Lovett, 2001), and deviant behaviors in sport (Kang, et al., 2021).

In digital activity, such as music streaming (Bolduc & Kinnally, 2018; Hagger et al., 2002; Kinnally & Bolduc, 2020) or movie streaming behavior (Sardanelli et al., 2019), TPB Model can be successfully applicable in digital media to predict the internet user behavior. In Sardanelli et al., (2019) research specifically, show that the high significance of attitude toward online purchasing in influencing movie streaming buying behavior.

Furthermore, based on this theoretical background, it was hypothesized that there is positive relationship between those 3 variables to Intention of watching K League matches. It is support Sun et al., (2016) research on mobile user experience in large sport event point out that personalization approaches helped participants to overcome the limitations of the stadium (e.g., providing additional views of the event, and promoting wider social interaction). We have adapted TPB theory to make it more effective in explaining conduct in online contexts when ethical concerns play a major role. In this extent, Indonesian fans has their intention to Korean

League. It is a good suggestion of Korean League stakeholders to open up the opportunity of their foreigner market.

5.3 Limitations and Directions for Future Research

Findings from this study, it is not without its limitations and therefore cautious interpretation of the results are required. The study's shortcomings are acknowledged and specified, with directions for future studies also discussed.

First, this research was measuring by a general TPB approach in terms of single foreigner country approach. Thus, it would be a good comparison if there is other research in other countries, or even the local Korean consumer perspective. In the other word, future research across different cultures and individuals opens up a possibility to identify unique results that may contribute to the body of existing literature.

Second, this study lies in its use of a sample from a single country respondent (Indonesian football fans) by researcher's social media reach, who might have a limitation in knowledge of K League and Korean sport. Take note that the K League streaming service just started by 2020.

An actual respondent of K League streamer database could be beneficial and more in line with the intention of watching. Both cross-cultural and longitudinal research is needed as the viewing of K League might differs over the country.

The model developed for this research can be further refined and applied to the same industry, or other industries (e.g., esports and other sports tv program) that are still having to large gap either in theoretical or practical literature.

References

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior And Human Decision Processes*, 179–211.

Ajzen, I. (2002). *Constructing a TpB Questionnaire: Conceptual and Methodological Considerations*.

Beech, J., Chadwick, S., & Tapp, A. (2000). Emerging trends in the use of the Internet ± lessons from the football sector. *Qualitative Market Research: An International Journal*, *3*(1), 38–46. http://www.emerald-library.com

Blumler, J. G. (1980). Mass communication research in Europe, sore origins and prospects. *Media, Culture and Society*, *2*, 367–376.

Bolduc, H., & Kinnally, W. (2018). Examining the Impact of Social Identification with Music on Music Streaming Behavior. *Journal of Radio and Audio Media*, *25*(1), 42–61. https://doi.org/10.1080/19376529.2017.1362893

Buchinger, S., Kriglstein, S., Brandt, S., & Hlavacs, H. (2011). A survey on user studies and technical aspects of mobile multimedia applications. *Entertainment Computing*, *2*(3), 175–190. https://doi.org/10.1016/j.entcom.2011.02.001

Chan-Olmsted, S., & Xiao, M. (2019). Smart Sports Fans: Factors Influencing Sport Consumption on Smartphones. *Sport Marketing Quarterly*, *28*(4), 181–194. https://doi.org/10.32731/smq.284.122019.01

Chen, M. F., & Tung, P. J. (2014). Developing an extended Theory of Planned Behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, *36*, 221–230. https://doi.org/10.1016/j.ijhm.2013.09.006

Downs, D. S., & Hausenblas, H. A. (2005). Elicitation studies and the theory of planned behavior: A systematic review of exercise beliefs. *Psychology of Sport and Exercise*, *6*(1), 1–31. https://doi.org/10.1016/j.psychsport.2003.08.001

Fang, W. T., Ng, E., Wang, C. M., & Hsu, M. L. (2017). Normative beliefs, attitudes, and social norms: People reduce waste as an index of social relationships when spending leisure time. *Sustainability (Switzerland)*, *9*(10). https://doi.org/10.3390/su9101696

Feng, Y., Wang, J., & Yoon, Y. (2020). Online Webcast Demand vs. Offline Spectating Channel Demand (Stadium and TV) in the

Professional Sports League. *Sustainability*, *12*.
https://doi.org/10.3390/su12239906

Ferrari, S. (2019). Traditional and mediatized soccer fanship: the case of
Indonesian Juventus' supporters. *Soccer and Society*, *20*(3), 528–542.
https://doi.org/10.1080/14660970.2017.1357032

Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior*.
Addison-Wesley Publishing Company.
https://people.umass.edu/aizen/f&a1975.html

Fisher, R. J., & Wakefield, K. (1998). Factors Leading to Group
Identification: A Field Study of Winners and Losers. *Psychology &
Marketing*, *15*(1), 23.

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models
with Unobservable Variables and Measurement Error. *Journal of
Marketing Research*, *XVIII*, 39–50.

Gibson, D. E. (2004). Role models in career development: New directions
for theory and research. *Journal of Vocational Behavior*, *65*(1), 134–
156. https://doi.org/10.1016/S0001-8791(03)00051-4

Global Web Index. (2015). *Premier League Fans Summary Audience
Report Q1 2015*.

Göckeritz, S., Schultz, P. W., Rendón, T., Cialdini, R. B., Goldstein, N. J.,
& Griskevicius, V. (2010). Descriptive normative beliefs and
conservation behavior: The moderating roles of personal involvement
and injunctive normative beliefs. *European Journal of Social
Psychology*, *40*(3), 514–523. https://doi.org/10.1002/ejsp.643

Hagger, M. S., Chatzisarantis, N. L. D., & Biddle, S. J. H. (2002a). The in
uence of autonomous and controlling motives on physical activity
intentions within the Theory of Planned Behaviour. In *British Journal
of Health Psychology* (Vol. 7). www.bps.org.uk

Hagger, M. S., Chatzisarantis, N. L. D., & Biddle, S. J. H. (2002b). The in
uence of autonomous and controlling motives on physical activity
intentions within the Theory of Planned Behaviour. In *British Journal
of Health Psychology* (Vol. 7). www.bps.org.uk

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2009).
Multivariate Data Analysis (Seventh).

Harahap, Z. (2020, November 1). 5 Pemain Korea dengan Rekam Jejak
Gemilang di Liga Indonesia. *Bola.Com*.
https://www.bola.com/indonesia/read/4396636/5

Hausenblas, H. A., Carron, A. v, & Mack, D. E. (1997). Application of the
TRA and TPB to exercise behavior: a meta-analysis. *Journal of Sport
& Exercise Psychology*, *19*(Human Kinetics Publishers, Inc), 36–51.

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, *6*(1), 1–55. https://doi.org/10.1080/10705519909540118

Juschten, M., Jiricka-Pürrer, A., Unbehaun, W., & Hössinger, R. (2019). The mountains are calling! An extended TPB model for understanding metropolitan residents' intentions to visit nearby alpine destinations in summer. *Tourism Management*, *75*, 293–306. https://doi.org/10.1016/j.tourman.2019.05.014

Kim, C. K. (2005). An industrial development strategy for Indonesia: Lessons from the South Korean experience. *Journal of the Asia Pacific Economy*, *10*(3), 312–338. https://doi.org/10.1080/13547860500163589

Kim, K. T., & Kwak, D. H. (2015). Building Team Identity Through Place Attachment: A Case of a Korean Professional Soccer Club. In Y. Lee & R. Fort (Eds.), *The sports business in the pacific rim : Economics and policy* (pp. 369–385). Springer International Publising AG. https://doi.org/10.1007/978-3-319-10037-1_20

Kinnally, W., & Bolduc, H. (2020). Integrating the theory of planned behavior and uses and gratifications to understand music streaming intentions and behavior. *Atlantic Journal of Communication*, *28*(3), 165–179. https://doi.org/10.1080/15456870.2020.1718676

Lee, C. G., Middlestadt, S. E., Park, S., Kwon, J., Noh, K., Seo, D. il, Song, W., Park, J. J., Lee, H. J., Kang, H. J., & Ahn, Y. S. (2020a). Predicting voluntary exercise training among korean firefighters: Using elicitation study and the theory of planned behavior. *International Journal of Environmental Research and Public Health*, *17*(2). https://doi.org/10.3390/ijerph17020467

Lee, C. G., Middlestadt, S. E., Park, S., Kwon, J., Noh, K., Seo, D. il, Song, W., Park, J. J., Lee, H. J., Kang, H. J., & Ahn, Y. S. (2020b). Predicting voluntary exercise training among korean firefighters: Using elicitation study and the theory of planned behavior. *International Journal of Environmental Research and Public Health*, *17*(2). https://doi.org/10.3390/ijerph17020467

Lee, C. W. (2022). How do Hong Kong fans choose their favourite overseas football club? Origins of transnational fandom in late modernity. *International Review for the Sociology of Sport*, *1*(20). https://doi.org/10.1177/10126902221112779

Lyle, J. (2013). *Role models, sporting success and participation: a review of sports coaching's ancillary roles*.

MacCallum, J., & Beltman, S. (2003). BRIDGES AND BARRIERS IN AUSTRALIA'S YOUTH MENTORING PROGRAMS. *Clobal Perspectives on Mentoring: Transforming Contexts, Communities, and Cultures*, 73–103. https://www.ebsco.com/terms-of-use

Mutter, F., & Pawlowski, T. (2014). Role models in sports - Can success in professional sports increase the demand for amateur sport participation? *Sport Management Review*, *17*(3), 324–336. https://doi.org/10.1016/j.smr.2013.07.003

Neipp, M.-C., Quiles, M. J., León, E., & Rodríguez-Marín, J. (2013). *Theory of Planned Behavior and physical exercise: Differences between people who do regular physical exercise and those who do not* (Vol. 20, Issue 10).

Nunnally, J. C., & Bernstein, I. H. (1976). *PSYCHOMETRIC THEORY* (Third). McGRAW-HILL, INC.

Park, S. U., Lee, C. G., Kim, D. K., Park, J. H., & Jang, D. J. (2020). A developmental model for predicting sport participation among female korean college students. *International Journal of Environmental Research and Public Health*, *17*(14), 1–9. https://doi.org/10.3390/ijerph17145010

Sardanelli, D., Vollero, A., Siano, A., & Bottoni, G. (2019). Lowering the pirate flag: a TPB study of the factors influencing the intention to pay for movie streaming services. *Electronic Commerce Research*, *19*(3), 549–574. https://doi.org/10.1007/s10660-019-09346-7

Solesvik, M. Z., Westhead, P., Kolvereid, L., & Matlay, H. (2012). Student intentions to become self-employed: The Ukrainian context. *Journal of Small Business and Enterprise Development*, *19*(3), 441–460. https://doi.org/10.1108/14626001211250153

Sun, X., May, A., & Wang, Q. (2016). The impact of user- and system-initiated personalization on the user experience at large sports events. *Applied Ergonomics*, *54*, 1–9. https://doi.org/10.1016/J.APERGO.2015.11.001

Tjoe, F. Z., & Kim, K. T. (2016). The effect of Korean Wave on consumer's purchase intention of Korean cosmetic products in Indonesia. *Journal of Distribution Science*, *14*(9), 65–72. https://doi.org/10.15722/jds.14.9.201609.65

Vial, V., & Hanoteau, J. (2019). The sustained incremental multi-actor multi-action building of South Korean soft power in Indonesia. *Pacific Review*, *32*(1), 56–75. https://doi.org/10.1080/09512748.2017.1419277

VOI Editorial Team. (2022). *Big role boosts popularity of Ansan Greeners and K-league 2 in cyberspace*. https://voi.id/en/sports/50857/asnawis

Zaichkowsky, J. L. (1994). Research notes: The personal involvement
inventory: Reduction, revision, and application to advertising. *Journal
of Advertising*, *23*(4), 59–70.
https://doi.org/10.1080/00913367.1943.10673459

계획행동이론을 통한 인도네시아 축구팬들의 K 리그 경기 스트리밍 의도에 관한 연구

Donny Fahrochi

글로벌스포츠매니지먼트 전공

체육교육과

서울대학교 대학원

현재 연구는 스트리밍 의도의 미래 행동 예측을 조명하는 것을 목표로 합니다. Ajzen 의 계획된 행동 이론 구성을 사용하고 학자들이 신체 활동에서 인간의 행동을 예측하기 위해 널리 활용한다.

따라서 본 연구의 목적은 중재 스포츠, 특히 스포츠 스트리밍 행동의 맥락에서 문학적 격차를 메우는 것이다. 특히 해외 시장에서 자국과 관련된 다른 스포츠 콘텐츠를 시청하려는 의도이다. 제안된 연구모형을 검증하기 위해 623명의 응답자를 대상으로 설문조사를 실시하여 자료를 수집하였다. 데이터 분석은 STATA 통계 프로그램을 이용하여 SEM(Structural Equation Modeling)을 채택하였다.

결과는 인도네시아 팬들의 K 리그 시청 의도에 대한 각 태도, 주관적 규범 및 인지된 행동 제어 변수 사이에 유의미한 긍정적인 관계가 있음을 보여주고 있다.

마케팅과 미디어의 관점에서 본 연구의 증거는 K 리그 외국인 시장의 스트리밍 목적에 대한 소셜 및 마케팅을 뒷받침하는 통계 자료를 제공합니다. 스포츠 미디어 환경에서 콘텐츠 선택이 지속적으로 성장하고 끝없이 다양해짐에 따라 소비자의 행동을 이해하는 것은 불가피하다. 이러한 콘텐츠를 소비하는 것은 스포츠 관리 및 커뮤니케이션 문헌에도 도움이 될 수 있다. 한계, 이론적, 실제적 영향도 논의된다.