A Study on Consumer Acceptance of One-person Media Content-based Advertising

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Abstract: This study examines the attitude of consumers towards advertisements within one-person broadcast contents and provide implications for effective advertisement exposure. As one-person broadcast creators (influencers) exert greater influence on the consumers, one-person broadcast contents are drawing attention as a new advertising marketing medium. Drawing on previous studies on how consumer acceptance of advertisements in one-person media such as blogs, Facebook, Instagram, and YouTube has changed, this study examined the consumers' attitude towards advertisements in various one-person broadcast platforms compared to conventional broadcast channels. Previous research on this topic is limited to YouTube, and there is no comparison with conventional broadcast channels. This study found no significant difference in the consumers' attitude toward advertisements in one-person broadcasts compared to conventional ones. It discussed the results based on previous research and news articles and suggested guidelines for advertisement exposure suitable for one-person media creators who want a positive consumer attitude towards advertisements inserted in their contents.

Keywords: One-person Media, One-person Broadcast, Influencer, Advertisement Marketing, Consumer Acceptance, Content-based Advertising

1. Introduction

With the diversified digital environment (e.g., mobile, video) and the popularity of social media, the one-person media and one-person broadcast industries suitable for the mobile environment are rapidly growing. One-person media refers to a communication platform through which individuals produce and share their contents through a network; one-person media can be characterized by its capability of providing video content tailored to various tastes of the public in today's increasingly segmented consumer market. In this increasingly segmented consumer market, the one-person media industry is moving to a one-person broadcast platform that provides video content produced to satisfy various tastes of the public[1]. As the influence and spread of one-person broadcast grow, the multi-channel network (MCN) market, specialized in nurturing and managing one-person broadcast creators, is also growing, and marketing activities connected with one-person broadcast contents are also prevalent. Accordingly, the one-person broadcast creator called an influencer is gaining huge popularity and high audience ratings by eliciting viewers' sympathy through interesting information and unique affinity. As the use of

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smart devices increases, viewing of conventional public broadcasts decreases while viewing of one-person broadcasts increases; hence, the influence of one-person broadcast creators on consumers increases, and one-person broadcast content is drawing attention as a new advertisement marketing tool.

The purpose of this study is to investigate on consumers' attitude toward advertisements in the one-person broadcast. This study examined the main factors on the advertisement attitude, including acceptance, trust, interest, and purchase motivation, and analyzed demographic group differences (e.g., differences by gender and age group).

2. Related Research

This study reviewed previous research on one-person media and advertisement, examined individual characteristics of the most used one-person media such as blogs, Facebook, Instagram, and YouTube, and investigated how these characteristics were utilized as advertisement marketing tools.

2.1 Blogs and Advertising

Blogs are text-based one-person media operated and managed by individuals. They serve as communicator for professional information delivery, and information diffusion across the society, covering various topics such as politics, economy, and culture. They collect the information they want from news, opinions, discussions, and conversations, and then post comments to reveal their thoughts to unspecified people[2]. Because blogs have the advantage of delivering information faster than conventional media and delivering without any editing or manipulation, power bloggers' posts on product reviews on performance/function and user experiences influence the consumers' favorability, trust, purchase intention, and word-of-mouth intention[2]. Blogs are utilized as a powerful advertising marketing tool since a community is created based on the trust formed between the power bloggers and consumers, and consumers voluntarily share reviews posted on blogs with others.

2.2 Facebook and Advertising

Facebook enables users to form diverse personal connections based on social networks. Due to the ease of establishing a target consumer group based on subscriber's profile information and managing advertisements, companies utilize Facebook as marketing advertisement to form a bond with their customers based on the consumers' trust beyond value delivery[3]. The different strategies to deliver advertising messages can be used depending on the purpose (e.g., delivery of product-related information or establishment of a relationship with consumers), which affect the consumers' attitude and purchase motivation[4]. Furthermore, it is possible to satisfy consumers by providing customized information and contents that individuals need, to intuitively know the advertisement preference through the 'Like' or 'Comment' function, and to retain continuous communications between advertisers and users, resulting in an effective advertisement[5].

2.3 Instagram and Advertising

Instagram is an SNS service that communicates with other users through visual content such as photos and images, providing information and forming a consensus[6]. In particular, such features as the hashtag (#) keyword search function that enables sharing information among people with similar interests, and the curation function that allows efficient sorting of the desired information provide an efficient communication environment to consumers[7]. Unlike Facebook, it minimizes the use of texts, providing high immersion and positive promotional effects based on its visual superiority; hence, it is

spotlighted as an effective advertisement marketing tool[8]. However, as SNS is no longer a service that connects people to people, but rather a service for advertising exposure, Instagram's advertisement fatigue has increased. In the case of Instagram's influencer advertisements, consumers showed negative advertisement attitudes due to their perception that the posted product's promotional content was a recommendation rewarded by a company[9].

2.4 YouTube and Advertising

The trend of the content market is shifting from text-based to video-based. An example of platform which underwent this change is YouTube, a video sharing site. Following consumers' needs to always check new news and information, video content consumption is increasing in Internet and mobile environments. There are various online video platforms such as Africa TV and Pandora TV, but YouTube is the most actively consumed video content channel[10]. YouTube allows users to watch and share video clips without a separate subscription and upload content freely by creating an account. Furthermore, it can produce and manage various types of video content without limitation in quantity. Videos with exciting content that induce sympathy in viewers have the ripple effect among consumers actively accepting the message[10]. YouTube's video content can form a sense of intimacy and consensus, such as interactive communication with consumers and a selection of everyday materials. The biggest advantage is that it is possible to provide detailed descriptions and reviews of products as images; hence, it is possible to add more detailed product information, which was insufficient in texts or photos[11]. Through the feature of interactions with consumers, various types of customer response can be obtained through the number of views, number of subscribers, number of comments, and preferences such as “like” and “dislike”[12]. Video content platforms are preferred because it captures the information of consumer's purchase intention and market reaction through the popularity of and the attention to the content itself[12], which makes it possible to conduct effective marketing at a relatively low cost, and that many indirect advertisements can be used in a short time. Accordingly, influencer marketing using YouTube is spotlighted as a means of advertisement marketing[11].

3. Research Methods

3.1 Scope

Previous studies on one-person media covered blogs, Facebook, Instagram, and YouTube; however, there have been few studies on one-person broadcasts and advertisements. The studies did not reflect various online video platforms that provide one-person broadcast content; they were limited to YouTube with the most users. Furthermore, few comparisons with TV advertisements representing conventional traditional video media were made in previous studies. To fill this research gap, this study extended the scope to nine one-person broadcast platforms including YouTube, Facebook, Africa TV, Naver TV, Podcast, Twitch TV, Kakao TV, Twitter, and Pandora TV and examined the attitude of consumers who watched advertisements in one-person broadcast contents compared to the conventional broadcasts (terrestrial, comprehensive programming, and cable) in terms of advertisement acceptance, trust, interest, and purchase motivation.

3.2 Survey

A survey method was employed to collect data from the public who watched one-person broadcast contents. The survey was designed to identify the characteristics of consumers' attitude toward advertisements in one-person broadcast content compared to existing broadcasts (terrestrial,

comprehensive programming, and cable). The respondents of this study were limited to consumers who had an experience watching one-person broadcast contents. The survey was conducted for a week from August 9 to 15, 2019, through Dataspring, an online research company, to a total of 1,051 people (approximately 200 in each age group from the 20s through the 50s; 630 men and 421 women). Among them, 767 surveys (452 men and 315 women), excluding those from the respondents who had no experience viewing the one-person broadcast, were entered for data analysis; a t-test was conducted to examine significance of the differences by gender, and analysis of variance to test significance of the differences by age group. Participants' demographic breakdowns are presented in [Table 1]. Nine one-person broadcast platforms (YouTube, Facebook, Africa TV, Naver TV, Podcast, Twitch TV, Kakao TV, Twitter, and Pandora TV) were selected as the comparison group. The survey questionnaire was designed to collect data on the degree of advertisement acceptance, advertisement trust, advertisement interest, and purchase motivation and the plan for future one-person media viewing time compared to existing broadcasts.

[Table 1] Demographic Information of the Participants

		Frequency (%)
Total		1,051
Sex	Male	630(59.9)
	Female	421(40.1)
Age	20s	209(19.9)
	30s	210(20.0)
	40s	215(20.5)
	50s	209(19.9)
	60s	208(19.8)

4. Findings

4.1 Acceptance of Advertisements included on One-person Broadcast Contents

Regarding the degree of advertisement acceptance among viewers, 46.5% of the participants reported that advertisements were acceptable (5.2% “Very Acceptable” and 41.3% “Acceptable”), while 11.2% reported advertisements as unacceptable (1.7% “Very Unacceptable” and 9.5% “Unacceptable”), as shown [Table 2].

[Fig. 1] Degree of Advertisement Acceptance

[Table 2] Degree of Advertisement Acceptance

		Frequency (%)	Very Acceptable	Acceptable	Neutral	Unacceptable	Very Unacceptable
Total		767	40(5.2)	317(41.3)	324(42.2)	73(9.5)	13(1.7)
Gender	Male	452(58.9)	29(6.4)	189(41.8)	186(41.2)	40(8.8)	8(1.8)
	Female	315(41.1)	11(3.5)	128(40.6)	138(43.8)	33(10.5)	5(1.6)
Age	20s	186(24.3)	17(9.1)	12(6.5)	5(2.7)	4(2.2)	2(1.1)
	30s	168(21.9)	12(7.1)	67(39.9)	70(41.7)	15(8.9)	4(2.4)
	40s	148(19.3)	5(3.4)	67(45.3)	61(41.2)	12(8.1)	3(2.0)
	50s	133(17.3)	4(3.0)	51(38.3)	58(43.6)	18(13.5)	2(1.5)
	60+	132(17.2)	2(1.5)	57(43.2)	58(43.9)	15(11.4)	0(0.0)

There were no significant differences by gender and age group regarding the degree of advertisement acceptance, as presented in [Table 3] and [Table 4].

[Table 3] Degree of Advertisement Acceptance - Difference by Gender (n=767)

		Frequency (%)	Mean	S.D.	t-value
Gender	Male	452(58.9)	2.577	0.811	1.418
	Female	315(41.1)	2.660	0.775	

[Table 4] Degree of Advertisement Acceptance - Difference by Age (n=767)

		Frequency (%)	Mean	S.D.	F-value
Age	20s(a)	186(24.3)	2.527	0.839	1.27
	30s(b)	168(21.9)	2.595	0.842	
	40s(c)	148(19.3)	2.601	0.771	
	50s(d)	133(17.3)	2.722	0.792	
	60+(e)	132(17.2)	2.652	0.699	

4.2 Trust in Advertisements included on One-person Broadcast Content compared to Existing Broadcasts (Terrestrial, Comprehensive Programming, Cable)

On the degree of advertisement trust among viewers, 19.2% of the participants reported advertisements as trustable (2.1% “Very Trustable” and 17.1% “Trustable”), while 26.5% viewed advertisements as untrustable (3.9% “Very Untrustable” and 22.6% “Untrustable”), as shown [Table 5].

[Table 5] Degree of Advertisement Trust

		Frequency (%)	Very Trustable	Trustable	Neutral	Untrustable	Very Untrustable
Total		767	16(2.1)	131(17.1)	417(54.4)	173(22.6)	30(3.9)
Gender	Male	452(58.9)	14(3.1)	73(16.2)	256(56.6)	89(19.7)	20(4.4)
	Female	315(41.1)	2(0.6)	58(18.4)	161(51.1)	84(26.7)	10(3.2)
Age	20s	186(24.3)	7(3.8)	34(18.3)	100(53.8)	39(21.0)	6(3.2)
	30s	168(21.9)	3(1.8)	21(12.5)	94(56.0)	42(25.0)	8(4.8)
	40s	148(19.3)	2(1.4)	30(20.3)	79(53.4)	31(20.9)	6(4.1)
	50s	133(17.3)	2(1.5)	24(18.0)	72(54.1)	29(21.8)	6(4.5)
	60+	132(17.2)	2(1.5)	22(16.7)	72(54.5)	32(24.2)	4(3.0)

[Fig. 2] Degree of Advertisement Trust

There were no significant differences by gender and age group regarding the degree of advertisement trust, as presented in [Table 6] and [Table 7].

[Table 6] Degree of Advertisement Trust – Difference by Gender (n=767)

		Frequency (%)	Mean	S.D.	t-value
Gender	Male	452(58.9)	3.062	0.810	1.227
	Female	315(41.1)	3.133	0.766	

[Table 7] Degree of Advertisement Trust – Difference by Age (n=767)

		Frequency (%)	Mean	S.D.	F-value
Age	20s(a)	186(24.3)	3.016	0.822	1.07
	30s(b)	168(21.9)	3.185	0.779	
	40s(c)	148(19.3)	3.061	0.793	
	50s(d)	133(17.3)	3.098	0.796	
	60+(e)	132(17.2)	3.106	0.764	

4.3 Interest in Advertisements included on One-person Broadcast Contents compared to Existing Broadcasts (Terrestrial, Comprehensive Programming, Cable)

In terms of the degree of advertisement interest among viewers, 37% of the participants reported they are interested in the advertisement (5.1% “Very Interested” and 31.9% “Interested”), while 19.5% reported they are uninterested (3.8% “Very Uninterested” and 15.7% “Uninterested”), as presented in [Table 8].

[Table 8] Degree of Advertisement Interest

		Frequency (%)	Very Interested	Interested	Neutral	Uninterested	Very Uninterested
Total		767	39(5.1)	245(31.9)	334(43.5)	120(15.6)	29(3.8)
Gender	Male	452(58.9)	28(6.2)	141(31.2)	201(44.5)	69(15.3)	13(2.9)
	Female	315(41.1)	11(3.5)	104(33.0)	133(42.2)	51(16.2)	16(5.1)
Age	20s	186(24.3)	14(7.5)	72(38.7)	66(35.5)	25(13.4)	9(4.8)
	30s	168(21.9)	9(5.4)	54(32.1)	69(41.1)	31(18.5)	5(3.0)
	40s	148(19.3)	4(2.7)	51(34.5)	63(42.6)	24(16.2)	6(4.1)
	50s	133(17.3)	7(5.3)	35(26.3)	63(47.4)	22(16.5)	6(4.5)
	60+	132(17.2)	5(3.8)	33(25.0)	73(55.3)	18(13.6)	3(2.3)

[Fig. 3] Degree of Advertisement Interest

There were no significant differences by gender and age group regarding the degree of advertisement interest, as shown in [Table 9] and [Table 10].

[Table 9] Degree of Advertisement Interest – Difference by Gender (n=767)

		Frequency (%)	Mean	S.D.	t-value
Gender	Male	452(58.9)	2.774	0.882	1.362
	Female	315(41.1)	2.863	0.905	

[Table 10] Degree of Advertisement Interest – Difference by Age (n=767)

		Frequency (%)	Mean	S.D.	F-value
Age	20s(a)	186(24.3)	2.694	0.963	1.19
	30s(b)	168(21.9)	2.815	0.900	
	40s(c)	148(19.3)	2.845	0.871	
	50s(d)	133(17.3)	2.887	0.902	
	60+(e)	132(17.2)	2.856	0.783	

4.4 Purchase Motivation influenced by Advertisements in One-person Broadcast Contents compared to Existing Broadcasts (Terrestrial, Comprehensive Programming, Cable)

Finally, concerning the degree of purchase motivation affected by advertisements, 27.5% of the participants reported that they were motivated by the advertisements they viewed (3.1% “Very Motivated” and 24.4% “Motivated”), while 36% reported that they were not motivated (6% “Very Unmotivated” and 30% “Motivated”), as shown in [Table 11].

[Table 11] Degree of Purchase Motivation

		Frequency (%)	Very Motivated	Motivated	Neutral	Unmotivated	Very Unmotivated
Total		767	24(3.1)	187(24.4)	280(36.5)	230(30.0)	46(6.0)
Gender	Male	452(58.9)	19(4.2)	107(23.7)	174(38.5)	124(27.4)	28(6.2)
	Female	315(41.1)	5(1.6)	80(25.4)	106(33.7)	106(33.7)	18(5.7)
Age	20s	186(24.3)	9(4.8)	55(29.6)	72(38.7)	38(20.4)	12(6.5)
	30s	168(21.9)	6(3.6)	44(26.2)	55(32.7)	51(30.4)	12(7.1)

	40s	148(19.3)	3(2.0)	37(25.0)	55(37.2)	44(29.7)	9(6.1)
	50s	133(17.3)	3(2.3)	27(20.3)	51(38.3)	45(33.8)	7(5.3)
	60+	132(17.2)	3(2.3)	24(18.2)	47(35.6)	52(39.4)	5(3.8)

[Fig. 4] Degree of Purchase Motivation

There was no significant difference in the degree of purchase motivation between men and women [Table 12]. However, the study found a significant difference among age groups ($p < 0.01$) based on the ANOVA test, as shown in [Table 13], although the Scheffe test, a post-hoc analysis, did not show any significant pairwise difference.

[Table 12] Degree of Purchase Motivation – Difference by Gender (n=767)

		Frequency (%)	Mean	S.D.	t-value
Gender	Male	452(58.9)	3.077	0.961	1.261
	Female	315(41.1)	3.165	0.926	

[Table 13] Degree of Purchase Motivation – Difference by Age (n=767)

		Frequency (%)	Mean	S.D.	F-value
Age	20s(a)	186(24.3)	2.941	0.976	2.59*
	30s(b)	168(21.9)	3.113	0.994	
	40s(c)	148(19.3)	3.128	0.928	
	50s(d)	133(17.3)	3.195	0.900	
	60+(e)	132(17.2)	3.258	0.888	

* $p < 0.01$

5. Conclusions

This study empirically examined consumer behavior concerning advertisements included in one-person broadcast contents, focusing on the degree of advertisement acceptance, advertisement trust, advertisement interest, and purchase motivation. First, the study conducted a t-test to examine significance of the differences by sex and analysis of variance and post-hoc analyses to examine significance of the differences by age group.

The main results of this study are as follows. First, more than half of the one-person broadcast's viewers were positive in their acceptance of advertisements in the one-person broadcast content

compared to existing broadcasts. About 46.5% of the viewers of one-person broadcast contents turned out to be positive in accepting advertisements, while 11.2% were negative, with 42.2% being neutral. Second, the viewers of one-person broadcast contents mostly did not trust advertisements included in one-person broadcast contents compared to existing broadcasts. Approximately 26.5% of the viewers of one-person broadcast contents were negative in trusting advertisements included in the one-person media contents, with the majority (54.4%) being neutral and 19.2% being positive. Third, in contrast to existing broadcasts, many viewers of one-person broadcasts have a high interest in advertisements in the one-person broadcast content. About 37.0% of the viewers of one-person broadcast contents were positively interested in advertisements in the one-person media content, with 43.6% being neutral and 19.5% being negative. Fourth, about 27.5% of the viewers of one-person broadcast contents reported that advertisements in one-person media content had a positive effect on their purchase motivation, with 36.5% being neutral and 36.0% being negative.

The significance and implications of this study are as follows. First, most of the previous studies were limited on the YouTube video platform that provides one-person media contents, but this study expanded the scope to various video platforms such as Africa TV and Twitch. Second, this study found that consumers were intimate with advertisements in the one-person broadcast compared to existing broadcasts. Intimacy with a one-person broadcast creator turned out to be a factor that directly affects consumers' acceptance of advertisements in the one-person broadcast content. Since advertisements are accepted as a part of the content when a trust relationship between the one-person broadcast creator and consumers is built up[11], a strategy to improve the rapport between consumers and creators should be considered when a company develops an advertisement plan in the one-person media content. Third, this study revealed that the advertisement acceptance level is higher in the one-person broadcast, but the advertisement trust level is higher in existing broadcasts. According to the 'attribution theory,' when viewers recognize that the influencer has received an economic compensation (external attribution) while they believe the influencer's product recommendation has a good motive to share a good product with them, the trust will decline. Therefore, the creator's authentic contents and ethical awareness are required to increase the trust level on advertisements in one-person broadcast content compared to existing broadcasts. Finally, advertisements included in one-person broadcast content are interesting viewers, motivating them to purchase. A study also shows that the fun and authenticity of the content not only have a significant effect on the viewers' attitude toward advertisements but also can lead to intentions to purchase[13]. Therefore, it is necessary to make the content authentic and fun to increase advertisements' conversion rate.

The limitations of this study and suggestions for future research are as follows. The subjects of this study were limited to men and women in their 20s to 60s. Recently, the purchasing power of teenagers like the MZ generations (millennials and Z generations) and adults over the age of 60 like the active senior generation is steadily increasing. Further research with subjects whose age is in the 10s and over 60 is warranted to consider this trend.

One-person media channel is a rapidly changing field. As marketing through one-person media shows high effects, research on one-person media is expected to continue to reflect this new environment.

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