

Summary of Master Thesis

Sports Live Streaming Platforms Research Area

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This study investigates how perceived usefulness, perceived media richness, and perceived interactivity influence user engagement in sports media platforms, focusing on the mediating role of satisfaction and the moderating effect of the frequency of sports participation. In this study, with quantitative analysis, 510 online questionnaires were collected, of which 375 were valid. This paper used structural equation modeling (AMOS 29.0) to analyze the relationships among perceived media characteristics of live sports platforms, user satisfaction, and engagement. At the same time, moderated analyses were carried out using the SPSS PROCESS model 14 to assess the impact of the frequency of sports participation. The results indicate that perceived usefulness, media richness, and interactivity significantly enhance user satisfaction, positively affecting user engagement. Furthermore, satisfaction was confirmed as a mediator between perceived attributes and user engagement. Moreover, sports participation

frequency moderated the relationship between satisfaction and engagement. This study significantly enriches the existing body of knowledge by integrating user satisfaction as a mediator and sports participation frequency as a moderator within the context of sports media engagement. It provides a robust framework for understanding how digital platforms can harness these dynamics to foster deeper user engagement. It offers a novel perspective that marries user psychology with digital media design. These contributions pave the way for targeted strategies that enhance user interaction and retention on digital media platforms.