# Influence of digital indicators (YouTube channel feature and YouTube feature) on behavioral intention of use From the YouTube channel of fitness mediated by the satisfaction of the channel and the experience of fascination during Corona Pandemic

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**Abstract**

The purpose of this study was to investigate the effect of digital indicators of YouTube channel characteristics and YouTube features on the behavioral intention of using the fitness YouTube channel mediated by channel satisfaction and the experience of infatuation during the Corona Panama. The statistical sample of the study is estimated to be 385 people according to the infinite statistical population framework using the infinite population sampling formula. Sampling method was also available by sampling. The research method is based on the applied purpose and based on the descriptive-correlation data collection method and is from the survey branch. In the current research, both library studies and field studies have been used. Library studies were used to master the subject, literature and research background, and field studies were used to distribute the questionnaire and achieve the research goal. In the field step, Kim (2022) questionnaire in the five-point Likert scale from strongly agree (5) to strongly disagree) 1) to measure the five research variables has been used. Also, the validity (by referring to experts and calculating the CVR index) and the reliability of the questionnaires) Cronbach's alpha coefficient of the whole questionnaire of 0.955 was confirmed; The results of structural equation modeling (SEM) using LISREL 8.8 software showed that the YouTube channel feature has a positive and significant effect with the satisfaction of the channel and the experience of users' fascination. The YouTube feature has a positive and significant effect on the satisfaction of the channel and the experience of users' fascination. The experience of infatuation, in turn, had a significant positive effect on channel satisfaction and behavioral intent to use the channel. Satisfaction with the channel also had a positive and significant effect on the behavioral intent of using the channel.

**Keywords**: YouTube channel feature, YouTube feature, channel satisfaction, infatuation experience, behavioral intention

**Introduction**

In today's world, the evolution of social media platforms has led to an increasing number of customers who rely heavily on these social media to advance their daily lives; Like Shopping, 2019; Day et al., Online, online learning, use of online media, etc.) Steele et al2022 (Modern customers with busy lifestyles and part-time work, environment, 2020; prefer Kim online over physical environment, because access to the online environment is possible anywhere and anytime) Day and. Partners, 2020 (especially during the Corona Pandemic), customers increasingly prefer to shop online because of social distancing measures and home remediation tips to stay safe from Vir Corona. Kim.

Customers during the Corona Pandemic by using their homes as a place to work out or in a private gym can help maintain their mental and physical health by 2020. Clients have expanded dramatically through YouTube channels that teach fitness training, as it enables them through fitness channels, before or after their daily tasks, regardless of time. And place to practice) Estrigi et al2016; Kim, 2022 (users).

"Fitness" and "digital content on YouTube channels" (such as YouTube videos) and Receive fitness tips and experiences related to fitness, instead of training in a gym with a home gym coach. In fact, "YouTuber Fitness" and "Fitness Channel Do" play the role of sports coach 2021 (Kim) 2022 (in his study of the features of the YouTube \channel,) Sokolova and P. Rose consider the features of the YouTube YouTube fitness to be two vital variables that can affect the experience of infatuation and user channel satisfaction) Customers (A major role in improving the behavioral intent of users.) Users) Customers (play through the YouTube fitness channel) Kim

.In the present study, the "features of the YouTube fitness channel" include three categories: A: Social interaction; 2014, 2005; Monar and Jacobsen, b: quality of information, and c: visual content) Yana et al.Kim, 2022 (which is a key factor in creating the experience of infatuation) is an inner and emotional state in a person that occurs after a special and desirable event in the person and the person falls in love with something or someone (in users(Customers) Kim, 2022 (.Social interaction means identifying and communicating the user (customer (with other users) customers) in a social network such as the YouTube fitness channel, who try to meet their social needs by forming a virtual community and sharing information. Since 2011; Elia and, 2008; Kittman et al., Have been

fascinated by the channel this way (Kaim et al. Kim, 2022 (The quality of information on the YouTube YouTube channel is more important than other channels, because it deals with public health.

Quality information has the characteristics of accuracy and precision, completeness and up-to-dateness, and users (customers (if they receive this relevant relevant information, they will be fascinated by the channel)) Elio et al., 2013; Kim, 2022 (. Visual content also refers to a wide range of videos, videos and photos that Created and uploaded by YouTuber and Fitness users use them to train and build their body.

Also, many studies have shown that the feature, 2020; John & D. Willie R., Ozkara et al. Fitness channel (social interaction, information quality, and visual content) will bring customer satisfaction from the channel; customer satisfaction refers to meeting customer expectations, so if a product or service can Meet customer expectations about its performance, customer satisfaction will happen.

Fitness Channel Features (Social Interaction, Information Quality, and Visual Content (Plays a Critical Factor in Satisfaction of the YouTube User Fitness Channel) Chan et al..) 2020, 2020; Hume and Moore, 2018; Kim et al.

The "characteristics of YouTuber Fitness" in the present study include three categories: A: social attractiveness, B: physical attractiveness, and C: attitudinal harmony, which is a key factor in creating a fascination experience inUsers (Customers) Kim, 2022 (. Due to the visual nature of the YouTube channel, attracting users (customers)Fitness is much easier and more successful than other textual social networks through YouTube features2020; Kim, 2022 (Sokolova and Kefi.2020 (and how much this person mentions on social media) Liu et al2016; Kim, 2022 (Charm, others are loved and respected) Lee and Watkin Physical also refers to the apparent attractiveness of the communicator (Kim, 2022) and relates to the initial judgment that people make of each other, and includes characteristics such as height, weight, facial beauty, etc. (2014). Attitudinal Harmony refers to the degree to which a person perceives a similarity to a fitter, 2010; Suki 20, Lauren. Users (customers) love fitness YouTube, which has social and physical attractiveness and harmony with them, and they want to be like them in terms of lifestyle, place of residence and even personality. Sokolova and Kefi, 2020; Sokolova and P. Rose, 2021.

Fitness YouTube is perceived as physically and socially attractive by users (customers) warmer, kinder, smarter, and more accountable (Long Lewis et al. 2000; Shakib et al., 2020 Kim, 2022) and plays a vital role in evoking emotions. Perceptions, attitudes and even behaviors are played by users, so YouTuber fascinates (physically and socially) users (customers). They play a key role in improving and enhancing the user experience (Reagan, 2011 and Kim 2022). On the other hand, attitudinal harmony causes my users (customers) to pay more attention to the messages sent by YouTube and listen to these messages carefully, so a state of fascination is created in users (Gatlib and Charles 1992, Rogers et al. , 2001 and Lee and Watkins 2016, Kim 2022). The features of YouTuber Fitness (physical, social attractiveness and attitudinal harmony) also play a major role in creating satisfaction with the YouTube YouTube channel by the channel users. (Kim 2022) The social, physical attractiveness and attitude harmony of YouTuber Fitness is a key factor in attracting users' attention and satisfaction with the YouTube channel. (Kilman 1958, Cranes et al., 2017; Ubery 2020; As a result, users will be more likely to be satisfied with YouTube Fitness and Shrek. (Flanning & Mietzger 2007, Dee Weerman et al. 2019) In addition to social and physical attractiveness, attitudinal harmony is also an essential source of user satisfaction of the channel, attitudinal harmony is a key factor in accepting YouTube users' emotions, perceptions, attitudes and behaviors. This in turn will lead to user satisfaction with the channel (Basil 1996, De Weerman et al. 2091 Kim 2022).

In the present study, the experience of fascination and satisfaction of users (customers) channel in turn plays a vital role in improving the behavioral intention of users to use the YouTube fitness channel. (Kim 2022) Of course, the experience of fascination simultaneously affects the satisfaction of users' channels (Zin Diang et al. 2012, Chang and Zhu 2012, Kim and Stepchenkova 2018, Kim and Ko 2019, Kim 2022). One of the most important variables that online companies (in the present study, the YouTube fitness channel) have always sought to improve is the behavioral intention of users (Caslow et al. 2020 and without a doubt one of the vital factors influencing the behavioral intention of users to use Social media is the experience of fascination and satisfaction with the user channel (Kim 2022). Behavioral intention is a predetermined plan for the definite or possible purchase of products and services in the future. Mentioned on social networking sites like YouTube (Fishbin & Ajzan 1975, Casalo et al. 2020). Many studies have shown that the experience of shifting (Zhu et al. 2010, Kim Stepchenkova 2018, Kim and Ko 2019, Kim 2022) and user channel satisfaction (customers) (Olivier 1999; Limbo et al. 2011; El Devieri et al. 2017, Kim 2022) has a positive effect on improving and promoting the behavioral intention of users to use the channel.

Considering the stated content and considering that the behavioral intention of use (purchase) is the most important predictor of the actual use of consumers, influencing the behavioral intention of use in social networks such as YouTube is the most important challenge for for-profit and non-profit organizations. Present YouTube (fitness channel) has become. Therefore, these organizations should know the causes and factors influencing the behavioral

intention of users (customers) in social media such as YouTube and increase their behavioral intent to improve their use. Real consumers (customers) upgrade. The characteristics of the advertising channel and the characteristics of the advertiser are not two strategic variables that through recognizing and investing in them, the customer satisfaction can be increased and a state of fascination can be created in him, which ultimately ends with the behavioral intention of use. Therefore, the main question of the present study is: How do digital indicators (YouTube channel feature and YouTube feature) affect the behavioral intention of using the YouTube fitness channel through channel satisfaction and the experience of infatuation during the Corona pandemic? In continuation, a collection of the closest and most recent domestic and foreign empirical backgrounds has been willed to better understand the subject of research.

Zahedi et al. According to the research results, the use of popular affirmative in advertising has a positive and significant effect on the attitude towards advertising and attitude towards the brand, as well as the attitude towards advertising and attitude towards the brand on the consumer's purchase intention. Also, the famous approver has a positive and significant effect on the consumer's intention to buy through the attitude towards advertising and the attitude towards the brand.

Hedayatpour et al. Conducted a study in 2016 entitled "The Impact of Facebook Marketing on Customer Satisfaction of the School of Sports Management". The test results showed that the social network Facebook has a significant effect on the marketing of sports products.

Bagheri and Bigleri conducted a study in 2016 entitled "The role of consumer attitudes in the credibility of commercial advertisements of celebrity athletes". Findings showed that there is a positive and significant relationship between all five components of attitudes toward celebrity advertising and people's credibility. Also, people's attitudes towards the presence of celebrity athletes in advertisements have a direct and significant effect on the credibility of these advertisements.

Feizi and Ashtiani in 1398 conducted a study entitled "Study of the effect of social media content on the intention to buy with respect to the mediating role of normative and informational social influence and customer relationship (customers of the new leather store through the social network Instagram)." Findings in the end indicate the positive effect of social media content on the intention to buy both directly and despite the three mediating variables of social influence, normative and informational and customer relationship.

Shagardi et al. 1396 conducted a study entitled "The effect of social media marketing on brand loyalty and consumer intention to buy." The statistical results of this study showed that the dimensions of social networks (word of mouth electronic marketing, online advertising, online communities) affect the intention to buy and customer brand loyalty.

Zakerian et al. Conducted a study in 2017 entitled "Investigating the effect of Internet advertising factors on the intention to buy sports consumers." Findings showed that factors related to product, attitude to Internet advertising and content of Internet advertising can predict the intention to buy. Engaging with online advertising and its role in purchasing a product is primarily based on the need, application and importance of the product for people, and then, by creating a good attitude and providing significant content, the intention to buy the product can be increased.

Eidi et al. 2016 conducted a study entitled "Study of the brand of sports stars in advertising programs." The purpose of this study is to investigate the factors that are effective in athlete brand advertising. The results showed that the athlete's sports expertise has the highest importance and the role pattern has the least importance in the athletes's brand. Other dimensions include: competition style (third), sportsmanship (sixth), competitiveness (second), physical attractiveness (seventh), symbol (eighth), fitness (fifth), lifestyle (ninth) and communication effort ( Fourth). Therefore, the School of Marketing and Sports Managers can use specialized athletes to build an athlete brand and advertising success.

Rasouli et al. 2012 conducted a study entitled "Predicting the influence of athletes on the intention to buy customers." The findings showed that these celebrities have characteristics such as being a star, a lovable personality, a source of athlete charm, professional honesty and personal type, which strongly influence the prediction of customers' intention to buy.

Kim 2022 surveyed 379 US YouTube users in a study entitled "Can I be as attractive as a YouTube user: The impact of digital indicators on the experience of infatuation, satisfaction and behavioral intention" The effect of digital indicators (by creating social interaction, information quality, visual content, social attractiveness, physical attractiveness, and attitudinal harmony) on the behavioral intention of using the YouTube channel was mediated by the experience of fascination and satisfaction with the channel. Questionnaire data collection showed that information quality, visual content and physical attractiveness have a positive and significant effect on the experience of YouTube users; social interaction, information quality and visual content have a positive and significant effect on satisfaction with YouTube users' channel The experience of YouTube users' fascination has a positive and significant effect on the satisfaction of YouTube users' channel and the behavioral intention of using

YouTube channel; finally, the satisfaction of YouTube users' channel has a positive and significant effect on the behavioral intention of using YouTube channel.

Sarilgan et al. Conducted a 2022 study entitled "The Impact of Advertising Creativity on Purchasing Intent in the Aviation Industry: A Stimulus-Organism-Response Perspective" among 174 Turkish airline passengers. Findings from data collection of the questionnaire showed that creativity in advertising has a positive and significant effect on the experience of fascination, attitude to advertising and behavioral intent to buy Turkish airline passengers; The experience of fascination has a positive and significant effect on the behavioral intention of Turkish airline passengers. Attitude towards advertising also has a positive and significant effect on the behavioral intent of Turkish airline passengers

Pashaei 2020 has conducted a study entitled "Users' perception of the reputation of celebrities on Instagram and the intention to buy products recommended by celebrities." Participants in this study used 250 users of the Amazon U Turk site. 77% of these users spent half an hour or an hour a day on Instagram, and more than half of these users said that their intention to buy was influenced by the ads of celebrities on Instagram. The findings also showed that the effect of the "attractiveness" dimension of celebrity ads on the intention of male users to buy more than women, and also, the effect of the "reliability (honesty)" dimension of celebrity ads on the intention to buy male users more than women; But the "specialty" dimension of celebrity ads has less effect on male and female users' purchasing intent

Tilly 202 conducted a study entitled "The Impact of Source Credits on Social Media Reference Groups on Consumer Idea Leadership and Purchasing Intent." The statistical sample of this study included 467 Instagram users in Portugal and Germany. The findings of this study showed that in the orange sample, attractiveness and expertise had a significant effect on belief leadership and belief leadership had a mediating role in the relationship between attractiveness and expertise with the user's intention to buy; But in the German example, only attractiveness had a significant effect on belief leadership, and belief leadership also mediated the relationship between attractiveness and the user's intention to buy. McCormick 2016 conducted a study entitled "Celebrity Sponsor and Its Impact on Attitude and Purpose of Purchasing." Based on the results, employing celebrities in TV commercials is a popular strategy around the world, and celebrities have a special place in advertising. The findings also showed that product advertising by celebrities has been effective in the acceptance of that product by viewers and has been effective on the attitude and intention of the audience to buy.

Considering the theoretical foundations and background of the research, it is quite obvious that a research on the subject of research has not been conducted in Iran and the world. Of course, there are researches that have examined the research variables and their dimensions separately, but no study has simultaneously examined the effect of digital indicators (YouTube channel feature and YouTuber feature) on the behavioral intention of using the YouTube channel in the form of structural equations. The organ is mediated by satisfaction with the canal and the experience of infatuation, especially during the corona pandemic of the School of Fitness Management. Due to the importance of the present research and the existence of a deep vacuum in the research background, the present research was conducted in the following conceptual model.
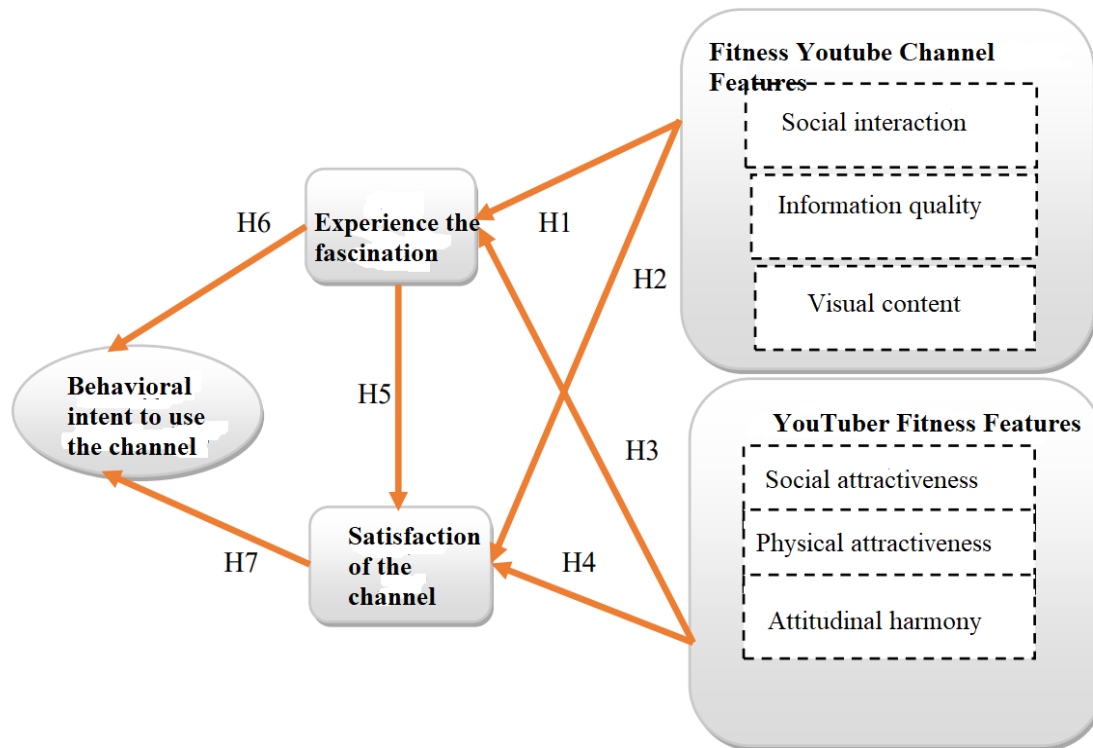
Figure: Conceptual model of research (Kim 2022)

According to the above conceptual model, the present study has the following hypothesis:

1. The features of the YouTube fitness channel have a significant impact on the users' fascination experience

2. The features of the YouTube fitness channel have a significant effect on user channel satisfaction.

3. UtoViber fitness features have a significant effect on users' fascination experience

4. UtoViber fitness features have a significant effect on user channel satisfaction.

5. User fascination experience has a significant effect on user channel satisfaction.

6. The experience of user fascination has a significant effect on the behavioral intention of using the user channel.

7. Satisfaction with users 'channels has a significant effect on the behavioral intent of using users' channels

research methodology

The current research method is applied in terms of purpose and descriptive-correlational in nature and survey type. The statistical population of the study included users of the country's fitness YouTube channels, and since accurate information on their number was not available, the sampling formula of the infinite population was used, which according to Krejcie and Morgan table, the sample size was estimated at 385 people. Sampling method was also available due to the uncertainty of the statistical population. In the present study, both library and field studies were used to collect data related to the research topic; In order to master the concepts of research and get acquainted with the literature and background related to the research topic, library studies were used; To achieve the purpose of the research, field studies and distribution of questionnaires have been used. In order to collect information in the field study, Kim (2022) questionnaire with a five-point Likert scale from strongly agree (5) to strongly disagree (1) has been used. All research variables a): Fitness characteristics of YouTube channel, B: Fitness characteristics of YouTube, C: Flow experience,: Satisfaction of the channel and e) Behavioral intention to use the channel (were measured through this questionnaire. Fitness YouTube features include 12 items (items 1 to 12,) Variable Fitness features on YouTube include 13 items (items 13 to 25), Flow experience variable including 3 items (items 26 to 28), Variable Satisfaction with the channel consists of 3 items (items 29 to 31) and the behavioral intention variable of using the channel includes 3 items (items 32 to 34), the details of which are clearly presented in Table 1. To ensure the validity of the measuring instrument, the 1975 Lavache method has been used; Therefore, the questionnaire was given to 10 experts and using them, the content validity ratio was measured (the questionnaire was measured to have a value of 0.95; Should be higher than 0.62, the content validity of the questionnaire was highly evaluated, Cronbach's alpha method was used to measure the reliability of the questionnaire; if the Cronbach's alpha coefficient

is higher than 0.7, the questionnaire has the necessary reliability and is reliable, reliable and Will be generalizable Table 1 shows the Cronbach's alpha coefficients related to the research variables and their dimensions.

Table 1. Questions and Cronbach's alpha coefficients of research variables and their dimensions

| Variables | Dimensions | Number of questions | Range of questions | The final coefficient of each dimension | The final coefficient of each variable | The end of total | Source |
|---|---|---|---|---|---|---|---|
| YouTube Fitness Channel Features | Social interaction | 5 | 1-5 | 0.856 | 0.921 | 0.995 | Kim2022 |
| | Information quality | 4 | 6-9 | 0.887 | | | |
| | Visual content | 3 | 10-12 | 0.896 | | | |
| YouTuber Fitness Features | Social attractiveness | 5 | 13-17 | 0.930 | 0.936 | | |
| | Physical attractiveness | 3 | 18-20 | 0.840 | | | |
| | Attitudinal harmony | 5 | 21-25 | 0.931 | | | |
| Flow experience | - | 3 | 26-28 | - | 0.880 | | |
| Satisfaction of the channel | - | 3 | 29-31 | - | 0.869 | | |
| Behavioral intent to use the channel | - | 3 | 32-34 | - | 0.920 | | |

As can be seen in the table above (1), all five research variables have a very good Cronbach's alpha coefficient; Cronbach's alpha coefficient related to the variable characteristics of the fitness channel YouTuwe is equal to 0.921; Cronbach's alpha coefficient related to the UTUIber fitness feature variable equal to 926, 0. Cronbach's alpha coefficient related to the flow experience variable equal to 0.880, Cronbach's alpha coefficient related to the channel satisfaction variable equal to 0.869, and alpha coefficient Cronbach is related to the behavioral intention variable of channel use is equal to 0.920 and Cronbach's alpha coefficient of the whole straw questionnaire is 0.955. Therefore, Cronbach's alpha coefficients of all five variables of the study, their dimensions and Cronbach's alpha coefficients of the whole questionnaire are above 0.7; Therefore, the research questionnaire has a good reliability.

**Research Findings**

In the present study, to analyze the data obtained from the questionnaire, it was first determined whether the data distribution is normal or abnormal; Because statistical techniques are different from abnormal distribution if the data distribution is normal. If it is normal, parametric statistics and if it is abnormal, non-parametric statistics should be used to analyze the data. In the present study, to determine the normality of data distribution, the normality test or Kolmogorov-Smirnov (S-K) was used; therefore, in order to test the normality of data distribution from the questionnaire, the appropriate hypothesis test was formed as follows:

Data distribution is normal H0 =

Data distribution is not normal H1 =

Table 2. Kolmogorov-Smirn test to determine normality

| Variables | Dimensions | Range of Error | Significance level | The value of the test statistic | result |
|---|---|---|---|---|---|
| YouTube Fitness Channel Features | Social interaction | 0.05 | 0.865 | 2.236 | normal |
| | Information quality | 0.05 | 0.956 | 2.202 | Normal |
| | Visual content | 0.05 | 0.931 | 2.165 | Normal |

| Total | | 0.05 | 0.960 | 2.18 | normal |
|---|---|---|---|---|---|
| YouTuber Fitness Features | Social attractiveness | 0.05 | 0.910 | 2.088 | Normal |
| | Physical attractiveness | 0.05 | 0.905 | 1.965 | Normal |
| | Attitudinal harmony | 0.05 | 0.896 | 1.823 | Normal |
| total | | 0.05 | 0.900 | 1.999 | Normal |
| Flow experience | - | 0.05 | 0.897 | 1.829 | 0.880 |
| Satisfaction of the channel | - | 0.05 | 0.899 | 1.842 | 0.869 |
| Behavioral intent to use the channel | - | 0.05 | 0.901 | 0.859 | 0.920 |

According to Table 2, the significance level or Sig for the five variables of the research and each of their dimensions is greater than the error level, ie 0.05; Therefore, the opposite hypothesis that the data distribution was not normal was rejected and the null hypothesis based on the normal data distribution was confirmed.

Table 3. Single sample t-test for research variables and their dimensions

| Variables | Dimensions | Test Value=3 | | | | | |
|---|---|---|---|---|---|---|---|
| | | t | Range of freedom | Mean | Sig | 95% confidence interval | |
| | | | | | | Low | High |
| YouTube Fitness Channel Features | Social interaction | 11.105 | 384 | 3.4286 | 0.000 | 0.3527 | 0.5045 |
| | Information quality | 5.730 | 384 | 3.2636 | 0.000 | 0.1732 | 0.3541 |
| | Visual content | 7.971 | 384 | 3.3853 | 0.000 | 0.2902 | 0.4803 |
| total | | 10.098 | 384 | 3.3592 | 0.000 | 0.2892 | 0.4291 |
| YouTuber Fitness Features | Social attractiveness | 16.285 | 384 | 3.5917 | 0.000 | 0.5202 | 0.6631 |
| | Physical attractiveness | 9.436 | 384 | 3.4519 | 0.000 | 0.3578 | 0.5461 |
| | Attitudinal harmony | 15.446 | 384 | 3.5699 | 0.000 | 0.4973 | 0.6424 |
| total | | 18.840 | 384 | 3.5378 | 0.000 | 0.4817 | 0.5940 |
| Flow experience | - | 14.412 | 384 | 3.5351 | 0.000 | 0.4621 | 0.6081 |
| Satisfaction of the channel | - | 10.383 | 384 | 3.4502 | 0.000 | 0.3650 | 0.5355 |
| Behavioral intent to use the channel | - | 12.383 | 384 | 3.5541 | 0.000 | 0.4661 | 0.6421 |

According to Table 3 above, since for all 5 research variables and 6 related dimensions, the significance level or Sig is less than the error level, ie 0.05, the assumption of equality of the mean of the population or µx with the theoretical mean in the Likert spectrum is 3 ( The value of the test was rejected, and since both the upper and lower limits of the confidence interval are positive, the mean of all 5 research variables and the 6 related dimensions are higher than the theoretical mean (3) during the five Likert scales in the statistical population. (Users of the country's fitness YouTube channels). The highest average in the variable "Features of YouTube fitness channel" is related to the dimension of social interaction with an average of 3.4286; The highest average in the variable "Utility features

of fitness" is related to the dimension of social attractiveness with an average of 3.5917. In the present study, due to the normality of data distribution, Pearson correlation coefficient was used to calculate the correlation coefficients or pairwise relationship and two to two variables of the research. The following table (3) is the output of SPSS 25 software, which shows the result of Pearson correlation test for the four variables of the research.

Table 4. Correlation test result

| Variables | | YouTube Fitness Channel Features | YouTuber Fitness Features | Flow experience | Satisfaction of the channel | Behavioral intent to use the channel |
|---|---|---|---|---|---|---|
| YouTube Fitness Channel Features | Pearson correlation | 1 | 0.420 | 0.592 | 0.586 | 0.403 |
| | Sig.(2-tailed) | - | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 385 | 385 | 385 | 385 | 385 |
| YouTuber Fitness Features | Pearson correlation | - | 1 | 0.593 | 0.623 | 0.582 |
| | Sig.(2-tailed) | - | - | 0.000 | 0.000 | 0.000 |
| | N | - | 385 | 385 | 385 | 385 |
| Flow experience | - | - | - | 1 | 0527 | 0.596 |
| | | | | - | 0.000 | 0.000 |
| | | | | 336 | 385 | 385 |
| Satisfaction of the channel | Pearson correlation | - | - | - | 1 | 1 |
| | Sig.(2-tailed) | | | | - | |
| | N | | | | 336 | 385 |
| Behavioral intent to use the channel | - | - | - | - | 0.920 | 1 |

According to Table 4 above, since the significance level or Sig for all pairs or pairs is equal to 0.000 which is smaller than the error level of 0.05, there is a positive and significant correlation between all relationships. Pairs or pairs were confirmed at the 99% level. The highest significant correlation coefficient is related to the relationship between "Fitness features of UTV" with "channel satisfaction" with a correlation coefficient of 0.625; The lowest significant correlation coefficient is related to the relationship between "Fitness YouTube channel characteristics" and "Behavioral intention to use the channel" with a correlation coefficient of 0.403. Due to the normality of the distribution of the data obtained from the questionnaire, in order to fit the theoretical model of the research and test its 9 hypotheses, structural equation modeling (SEM) through LISREL 8.8 software has been used. In structural equation modeling (SEM) before confirmation Structural relationships must ensure the appropriateness and proper fit of the model, in other words, to reject or accept the extent to which the model developed by the researcher based on its theoretical framework and theoretical background is consistent with the reality and data collected. Criteria are considered as model fit indices.The model fit determines the degree to which the variance-covariance data supports an example such as structural equations.The research model was evaluated based on the desired values of the fit indices. Is given in Table (4)

Table 5. Model fit indices

| Model fit indices | Value | Optimal values | Results |
|---|---|---|---|
| $X^2/df$ | 1.179 | $\leq 5$ | Great fit |
| Root Mean Square Error of Approximation (RMSEA) | 0.078 | $\leq 1$ | Great fit |

| Adjusted Goodness of Fit Index (AGFI) | 0.99 | ≤0.9 | Great fit |
|---|---|---|---|
| Normed Fit Index (NFI) | 0.98 | ≤0.9 | Great fit |
| Non-Normed Fit Index (NNFI) | 0.98 | ≤0.9 | Great fit |
| Comparative Fit Index (CFI) | 0.98 | ≤0.9 | Great fit |
| Incremental Fit Index (IFI) | 0.98 | ≤0.9 | Great fit |
| Goodness of Fit Index (GFI) | 0.98 | ≤0.9 | Great fit |
| Root Mean Square Residual (RMR) | 0.17 | ≤0.05 | Great fit |
| Standardized Root Mean Square Residual (SRMR) | 0.16 | ≤0.05 | Great fit |

Based on the above table, it can be seen that all model fit indicators are in very good condition; So now it's time to present a structural research model; Before showing the structural equation model in the standard mode, the structural model of the research should be presented in a meaningful way to determine whether the relationships of path analysis and factor analysis relationships are significant in the structural skill model; The model of structural equations of the research is shown in a significant way in the following figure (3).

Figure 3. Model of structural equations of research in the case of significant coefficients
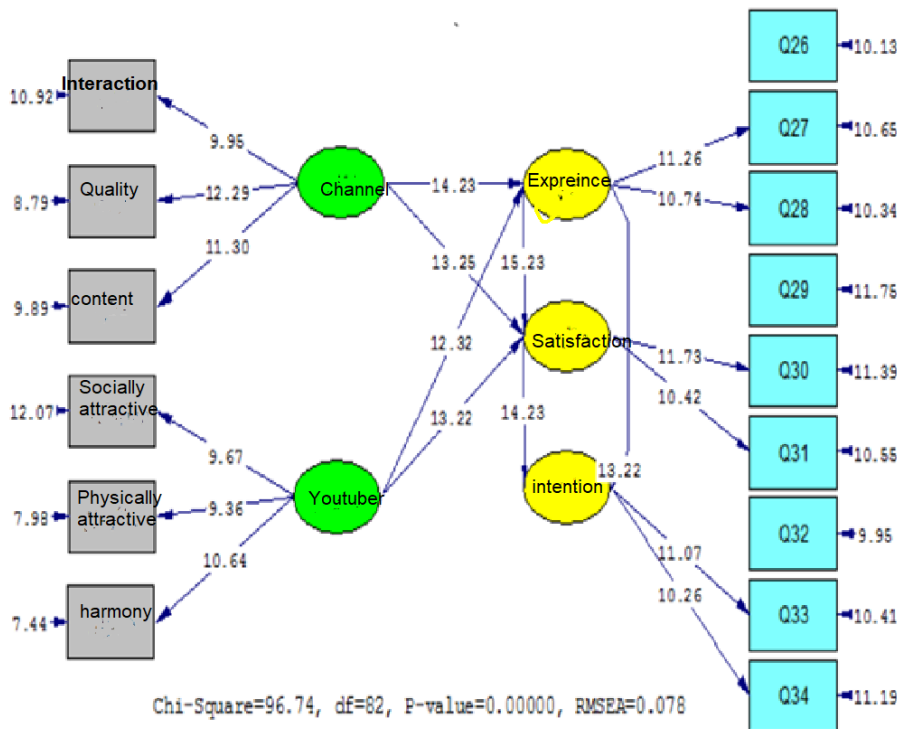
As can be seen in Figure (2) above, both in the measurement model and in the structural model, the value of t is outside the range of 96.1%; Therefore, all paths are significant at the 95% level (although all ts are outside the 58.2% range, so they are also significant at the 99% level). Both paths to the measurement model and the structural model are approved. It should be noted that the rejection or acceptance of 18 research hypotheses in structural equation modeling (SEM (depends on the value of t-statistic. Figure below) 3) shows the model of structural equations in the standard state.



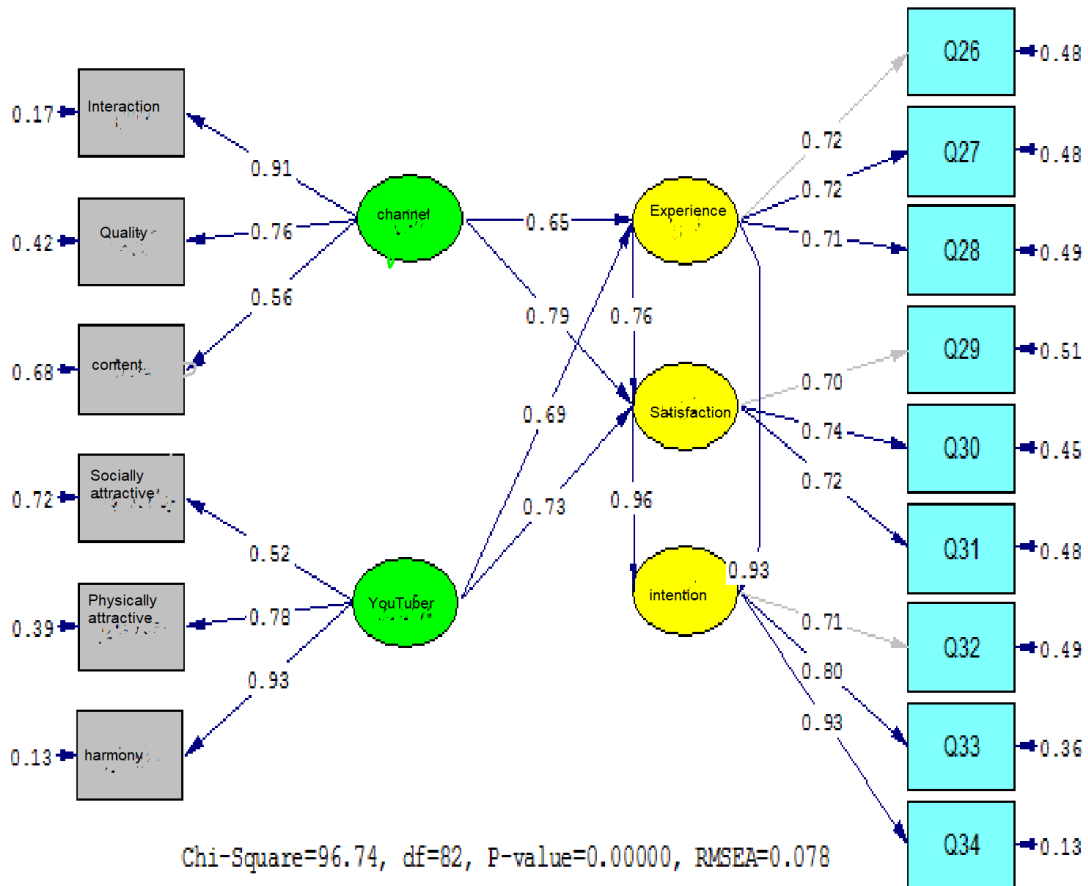Chi-Square=96.74, df=82, P-value=0.00000, RMSEA=0.078

Figure 3. Model of structural equations of research in the form of standard coefficients

The above figure (3), which shows the structural equation model of the research, consists of two parts, which are: 1- Confirmatory Factor Analysis or measurement model and 2. Path analysis or structural model. In this research, we have 5 models of measurement or confirmatory factor analysis. The first is related to the latent (independent) variable "Fitness YouTube Channel Features" and its 3 components; The second is related to the latent (independent) variable "Fitness features of YouTuber" and its 3 components; The third is related to the latent variable "meditation experience" and 3 related items; The fourth is related to the hidden variable (mediator) "channel satisfaction" and 3 related items; Finally, the fifth is related to the hidden variable "behavioral intention to use the channel" and 3 related items; All research items (components) are connected to their hidden variable via an arrow and the amount of factor load is shown on the arrow; As can be seen, the value of all factor loads is higher than 0.3 and have a descriptive effect and a high relationship with the hidden variable, which is a sign of factor validity and high validity of the model and questionnaire questions, which are good independent variables. , Has measured the mediator and the dependent; In the variable "Fitness YouTube channel characteristics", the dimension of social interaction with a factor load of 0.91 had the highest explanatory effect and the dimension of visual content with a factor load of 0.56 had the lowest explanatory effect; In the variable "Fitness characteristics of YouTuber", the attitudinal harmony dimension with a factor load of 0.93 had the highest explanatory effect and the social attractiveness dimension with a factor load of 0.52 had the lowest explanatory effect; In the variable "Fascination experience", items 26 and 27 with a factor load of 0.72 had the highest explanatory effect and item 28 with a factor load of 0.71 had the lowest explanatory effect; In the variable "Satisfaction with the channel", item 29 with a factor

load of 0.70 had the highest explanatory effect and item 30 with a factor load of 0.74 had the lowest explanatory effect; In the variable "Behavioral intention to use the channel", item 34 with a factor load of 0.93 had the highest explanatory effect and item 32 with a factor load of 0.71 had the lowest explanatory effect. The path coefficient between the five research variables is also shown on the standard structural equation model arrow in Figure 3. The result of your research hypotheses based on structural equation modeling (SEM) according to Figures 2 and 3 is shown in the table below 5.

Table 5. Test results of research hypotheses

| Groups | Independent variablesdependent variables | β | t | Result |
|---|---|---|---|---|
| first hypothesis | Fitness YouTube channel featuresFascination experience | 0.65 | 14.23 | verified |
| second hypothesis | Fitness YouTube channel featuresSatisfaction with the channel | 0.79 | 13.25 | Verified |
| third hypothesis | YouTuber Fitness FeaturesFascination experience | 0.69 | 12.32 | Verified |
| fourth hypothesis | YouTuber Fitness FeaturesSatisfaction with the channel | 0.73 | 13.22 | Verified |
| fifth hypothesis | Fascination experienceSatisfaction with the channel | 0.76 | 15.23 | Verified |
| sixth hypothesis | Fascination experienceBehavioral intention to use the channel | 0.93 | 13.22 | Verified |
| seventh hypothesis | Satisfaction with the channelBehavioral intention to use the channel | 0.96 | 14.23 | verified |

According to the table above, the following results were obtained for the research hypothesis: The first direct hypothesis of the research has a beta coefficient of 0.65, the value of t of which is 14.23, which is outside the range of 2.58; Therefore, the first hypothesis of the research is 99% confirmed; That is, by increasing one "YouTube Fitness Channel Features" unit, the users' "experience of fascination" unit increases by 0.65.

The second direct hypothesis of the research has a beta coefficient of 0.79 with a value of 13.25, which is outside the range of 2.58; Therefore, the second hypothesis of the research is 99% confirmed; That is, by increasing one "YouTube Fitness Channel Features" unit, users' "Satisfaction Channel" unit increases by 0.79. The third direct hypothesis of the research has a beta coefficient of 0.69 with a value of 12.32, which is out of the range of 2.58; Therefore, the third hypothesis of the research is 99% confirmed; That is, by increasing one (1) unit of "UtoVio Fitness Features" unit, the user "experience of fascination" unit increases by 0.69. The fourth direct hypothesis of the research has a beta coefficient of 0.73 with a value of t of 13.22, which is outside the range of 2.58; Therefore, the fourth hypothesis of the research is 99% confirmed; That is, by increasing one (1) unit of "YouTuber Fitness Features", 0.73 units of "Channel Satisfaction" users increase. The fifth direct hypothesis of the research has a beta factor of 0.76 with a value of t of 15.23, which is outside the range of 2.58; Therefore, the fifth hypothesis of the research is 99% confirmed; That is, with the increase of one unit of "experience of fascination", 0.76 units of "channel satisfaction" of users increase. The sixth direct hypothesis of the research has a beta coefficient of 0.93 with a value of t of 13.22, which is outside the range of 2.58; Therefore, the sixth hypothesis of the research is 99% confirmed; That is, with the increase of one unit of "experience of fascination", 0.93 units of "behavioral intention to use the channel" of users increase. The seventh direct hypothesis of the research has a beta coefficient of 0.96 with a value of t of 23.23, which is outside the range of 2.58; Therefore, the sixth hypothesis of the research is 99% confirmed; That is, with the increase of one unit of "channel satisfaction", 0.96 units of "behavioral intention to use the channel" of users increase. Conclusions and Suggestions In the present study, we tried to examine the effect of digital indicators (YouTube channel feature and YouTube feature) on the behavioral intention of using the fitness YouTube channel to mediate channel satisfaction and the experience of infatuation during the Corona pandemic among the studied users. And examine. After designing the conceptual model and preparing a questionnaire to measure it, we distributed the relevant questionnaires in the statistical population of the research and 385 questionnaires were collected to answer the research hypotheses using the Structural Equation Model (SEM) technique. The covariances were tested by LISREL 8.8 software.Analysis of data resulting from structural equation modeling showed that:

The characteristics of the YouTube fitness channel had a positive and significant effect on the infatuation experience of the users of the country's fitness YouTube channel (t = 23.14, β = 65.0) and therefore the first hypothesis of the present study was confirmed. The path coefficient shows that with the increase of one unit of YouTube channel fitness features by 0.65 units, the fascination experience of the users of the country's YouTube channels will be improved. Collaborators (2011), Elio et al. (2013), Kim and Kim (2017), Ozkara et al. (2020), John and D. Willie (2020) and Kim (2022). Also, the characteristics of the fitness YouTube channel have a positive and significant effect on the satisfaction of the users of the fitness channels of the country (t = 25.13, β = 79.0) and therefore the second hypothesis of the present study is confirmed like the first hypothesis. The result of this hypothesis with respect to the path coefficient shows that by increasing one unit of YouTube channel fitness features to 0.79 units of satisfaction with the channel of users of the country's YouTube YouTube channels will be improved. Chan et al.

(2016), Kim and Stepch Nekova (2018), Kim et al. (2020), Hume and Moore (2020) and Kim (2022); Therefore, according to the first and second hypotheses of the research, the variable "Fitness channel YouTube features" also has a positive effect on users' infatuation experience and user channel satisfaction with a path coefficient of 0.65 and 0.79, respectively. Therefore, the officials of the country's YouTube fitness channel should improve the "features of the YouTube fitness channel" in order to increase the users 'fascination and satisfaction with the users' channel; However, due to the inherent limitation of resources, it is not possible to upgrade all the dimensions of this variable together, and therefore, according to the Pareto rule, we should focus on the dimensions that have the highest impact. Therefore, in order to improve the "features of the YouTube YouTube channel", one should look at the amount of factor loading of the three dimensions of this variable, and the next one that has the most factor loading should be of primary importance and then focus on other dimensions. Accordingly, among the dimensions of "Fitness YouTube channel features", the dimension of social interaction with a factor load of 0.91 should be in the first place with a large difference compared to other dimensions; After that, the quality of information with a factor load of 0.76 with a big difference compared to the third dimension (last) is in the second place; therefore, the officials of the country's fitness YouTube channel can experience a great deal only by focusing on these two dimensions. Increase fascination and satisfaction with the user channel; in the next step, it should be noted that the solution to improve the variables should be based on the items in the research questionnaire (because these items are operational procedures for measuring and measuring variables and Any operational proposal should be presented according to them (and the amount of attention to each item should also be according to its factor load. Therefore, in the following, corresponding to each item of the questionnaire and based on the factor load priority, recommendations are provided: The dimension of social interaction:

Provided conditions for users of the country's fitness YouTube channels to interact with others
• Actively interact with YouTube channel members ($\lambda = 95.0$);
• ⌐ Conditions should be provided for users of the country's fitness YouTube channels to share their information on a specific topic with other members of the channel ($\lambda = 93.0$);
• ⌐ Conditions should be provided so that users of the country's fitness YouTube channels can share their skills and abilities with other members of the channel ($\lambda = 91.0$);
•. ⌐ Conditions should be provided so that users of the country's fitness YouTube channels can open an account on this channel to receive answers to their posts and trust it ($\lambda = 88.0$);
• ⌐ Conditions should be provided so that users of the country's fitness YouTube channels can receive their posts quickly and correctly ($\lambda = 85.0$); .

Suggestion about the quality of information dimension:
The country's fitness YouTube channels should provide users with useful and useful information about exercise and fitness in general ($\lambda = 93.0$);
The country's fitness YouTube channels should provide users with 2 up-to-date and timely information about exercise and fitness in general ($\lambda = 90.0$);
The country's fitness YouTube channels should provide users with 3 correct and accurate information about exercise and fitness in general ($\lambda = 85.0$);
The country's fitness YouTube channels should provide users with 4 complete information about fitness and fitness in general ($\lambda = 80.0$);
The characteristics of YouTube fitness had a positive and significant effect on the experience of fascination of users of the country's YouTube fitness channels ($t = 32.12$, $\beta = 69.0$) and therefore the third hypothesis of the present study was confirmed. The path coefficient shows that with the increase of one (1) unit of YouTube fitness features to 0.69 units, the experience of fascination of users of YouTube fitness channels in the country will be upgraded. The result of this hypothesis is consistent with the results of research by Gottlieb and Sarl (1992), Raj Rose et al. (2001), Reagan (2011), Lee and Watkin (2016) and Kim (2022). Also, the features of YouTube fitness have a positive and significant effect on the satisfaction of users of the country's fitness channels ($t = 22.13$, $\beta = 73.0$) and therefore the fourth hypothesis of the present study is confirmed as the third hypothesis. The result of this hypothesis, according to the path coefficient, shows that by increasing one) 1) unit of fitness features of YouTuber to 0.73 units, the satisfaction of the users of the YouTube channels of the country's fitness channels will be upgraded. The result of this hypothesis with the result of Kilman's research (1598), Basil (1996), Phalangin and Mit Gere (2007), Crane et al. (2017), (DV Remann et al.) 2019, DD Remann et al. (2019) 2020) and Kim (2022) are compatible; Therefore, according to the third and fourth hypotheses of the research, the variable "Fitness features of YouTube" also has a positive effect on the experience of users 'fascination and satisfaction with users' channels with a path coefficient of 0.69 and 0.73, respectively. Therefore, the officials of the country's fitness YouTube channel should improve the "features of YouTube fitness" in order to increase the users 'fascination and satisfaction with the

users' channel; However, due to the inherent limitation of resources, it is not possible to upgrade all the dimensions of this variable together, and therefore, according to the Pareto rule, we should focus on the dimensions that have the highest impact. Therefore, in order to improve the "fitness features of YouTuber", one should look at the amount of factor loading of the three dimensions of this variable, and the next one that has the most factor loading should be of primary importance and then focus on other dimensions. Accordingly, among the dimensions of "Fitness features of UTUber", the dimension of attitudinal harmony with a factor load of 0.93 should be in the first place with a large difference compared to other dimensions; After that, the physical attractiveness with a factor load of 0.78 with a big difference compared to the third dimension (last) is in the second place; therefore, the officials of the country's YouTube fitness channel can experience a great deal only by focusing on these two dimensions. Increase the fascination and satisfaction of the user channel; in the next step, it should be noted that the solution to improve the variables should be based on the items in the research questionnaire (because these items are operational procedures for measuring and measuring variables and Any operational proposal should be presented according to them (and the amount of attention to each item should also be according to its factor load. Therefore, in the following, corresponding to each item of the questionnaire and based on the factor load priority, recommendations are provided: Proposal About the dimension of attitudinal harmony:

The country's fitness UTVs must be physically attractive ($\lambda = 91.0$);

The country's fitness UTVs should be physically handsome ($\lambda = 83.0$);

The country's fitness UTVs should be physically fit and beautiful ($\lambda = 83.0$);

The experience of fascination had a positive and significant effect on the satisfaction of users of the country's YouTube fitness channels ($t = 23.15$, $\beta = 76.0$) and therefore the fifth hypothesis of the present study was confirmed. Indicates that with the increase of one) 1) unit of fascination experience to 0.76 units of satisfaction from the channel of users of YouTube channels of the country's fitness will be upgraded. The result of this hypothesis is consistent with the research results of Zain Dian et al. (2012), Chan and Zhu (2012), Kim and Stepch Nekova (2018), Kim and Ko (2019) and Kim (2022). The experience of fascination had a positive and significant effect on the behavioral intention of using the users channel of the country's fitness YouTube channels ($t = 22.13$, $\beta = 93.0$) and therefore the sixth hypothesis of the present study was confirmed. The path coefficient shows that with the increase of one) 1) unit of fascination experience to 0.93 units, the behavioral intention of using the channel of users of YouTube channels of the country's fitness is upgraded. The result of this hypothesis is consistent with the results of the research of Zhu et al. (2010), Kim and Stepch Nekova (2018), Kim and Ko (2019) and Kim (2022). Therefore, the officials of the country's YouTube fitness channel should improve the "fascination experience" in order to increase the satisfaction of the users 'channel and the behavioral intention of using the users' channel; However, it should be noted that due to the inherent limitation of resources, providing a solution to improve variables should be based on the priority of factor loads of their items; The variable of experience of fascination and satisfaction with the channel has no dimensions and is measured directly by its items, so the items of these variables should be determined based on factor load, importance and priority (because these items are operational procedures for measuring and measuring Are variables and any operational proposal should be presented according to them, therefore, the following corresponds to each item of the questionnaire and based on the priority of the factor load, recommendations are provided:

In general, conditions should be provided for users of the country's fitness YouTube channels to fall in love with the channel ($\lambda = 95.0$);

Channel training should be attractive to users ($\lambda = 78.0$)

Conditions should be provided for users of the country's YouTube YouTube channels to experience infatuation during exercise through the channel ($\lambda = 78.0$);

Satisfaction with the channel had a positive and significant effect on the behavioral intention of using the channel of users of the country's YouTube fitness channels ($t = 23.14$, $\beta = 96.0$) and therefore the seventh hypothesis of the present study was confirmed. The path coefficient shows that by increasing one) 1) unit satisfaction of the channel to 0.96 units, the behavioral intention of using the channel of users of YouTube channels of the country's fitness will be upgraded. The result of this hypothesis is consistent with the results of Olivier's research (1999), Limbo et al. (2011), El Dueri et al. (2017), and Kim (2022). Therefore, the officials of the country's YouTube fitness channel should improve the "satisfaction of the channel" in order to promote the behavioral intention of using the users' channel; However, it should be noted that due to the inherent limitation of resources, providing a solution to improve variables should be based on the priority of factor loads of their items. Because these items are operational procedures for measuring and measuring variables, any operational proposal must be submitted according to them. Therefore, in the following, corresponding to each item of the questionnaire and based on the priority of the factor load, recommendations are provided:

• In general, conditions should be created to increase users' satisfaction with the country's fitness YouTube channels ($\lambda = 95.0$);

• In general, conditions should be provided so that the users of the country's fitness YouTube channels are more satisfied than they expected ($\lambda = 90.0$);

• In general, conditions should be provided so that the use of the channel has the value of effort and time that users spend on the channel ($\lambda = 89.0$);

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