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Factors of Gratification Contributing in Continuance Intention to Watch Movies on YouTube

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Abstract

YouTube has leveraged their native sharing properties and making all content digitally available to everyone under the Creative Commons license (ford.digitalsnippets.com, 2010). Thousands of movies have been uploaded to YouTube for free viewings and has affected broadcasting and cinema industry greatly (Brody, 2012). This paper is to share sets of predicted elements in YouTube said to be responsible in gratifying its multi-purposes viewers and instill continuance intentions to use the UGC for movie watching among Malaysians in Klang Valley. This was done by integrating the uses and gratification framework with several disconfirmations of motivations (content, social, process, and technology).

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1. Introduction

Recently, the use of Social Network Services (SNS) media such as Facebook, Twitter, YouTube and so on, became new trend. The worldwide Facebook handlers are 686 million in Jun, 2011 basis, Twitter users, which classified as a micro blogging service, are over 200 million in same period. Fundamentally, SNS changed the basis of communication according to the attention, which it has got as ubiquitous network, and led to change in media ecosystem itself with appearance as a new player in media ecosystem (Cheung & Lee, 2009).

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2. Rationale of study

YouTube has leveraged their native sharing properties and making all content digitally available to everyone under the Creative Commons license (ford.digitalsnippets.com, 2010). Internet streaming video offers an open environment for audiences to have a video service that fulfills content, process, and social gratification (Perez Leal Pastor, Martin, & Cachinero, 2009). Similarly, Sachoff (2010) observed that more people were going online to watch fully produced entertainment TV episodes as it allows technology gratifications. Scholars such as Nabi, Biely, Morgan and Stitt (2003); Civitillo (2001), Shugart (2006); Newcomb (2007); Lundy, Ruth and Park (2008); Hall (2006) has found a natural link to a more specific subset of uses and gratifications theory, parasocial communication, which says that people often establish personal relationships with the strangers they encounter on the screen; and has gratified with such viewings on the medium. In terms of gratification from watching movies in the cinema, many scholars have found that viewers receive different and more varied gratifications in the cinema from their viewing from other mediums. (Rubin, 1983; Korgaonkar & Wolin, 1999; Novak, Hoffman & Yung, 2000; Stafford, Stafford, & Schkade, 2004; Dimmick et al., 2004; Park, Kee, & Valenzuela, 2009).

Nielsenwire (2012) reported that “at the end of 2011, roughly one-third of consumers streamed long-form content such as a movie or TV shows from the Internet. Jenks (2010) also reported that 33% of U.S. adult Internet users viewed full-length TV shows online in 2010. As the penetration of YouTube users in Malaysia generally, and Klang Valley, specifically, has increased, it will be interesting to see the gratifications of watching movies on YouTube in the respective area. According to Malaysian Communication and Multimedia Commission (Q1, 2008) report, the highest Internet penetration rate in a city can be found in Klang Valley. It stood at 13.0% by the end of 2008. This signified that the Klang Valley area has the highest number of population and Internet users in Malaysia. Thus, by distributing the questionnaire among Malaysians in Klang Valley, the sample is considered sufficiently represented. Studying the motives of viewers will provide insight into the rapidly developing Internet TV market in Malaysia (Harrell, 2000).

According to a study done by Herwina, Mohd Nazari and Norzaidi (2010); and perhaps one of the first to investigate the impact of globalization on the Malaysian film industry, it is found that one of the current main challenges facing Malaysia’s indigenous film industry is the fact that the Malaysian domestic market is small and it was hard to increase ticket sales and local filmmakers are still depending on traditional means of advertising to promote their movies. It was estimated that the total audience for feature films was only approximately 5.29 million in 2008 out of a total population of approximately 28 million (www.sinemamalaysia.com.my).

Liu, Cheung and Lee (2010) investigated the factors influencing users’ continuance intention to use Twitter. The study found that content gratifications and new technology gratification are the two key types of gratifications affecting the continuance intention to use Twitter. This study will replicate the research model of this study. Further explanation on Construct, Sub-Construct and Items will be done in sections after. According to the Information System (IS) continuance model (Bhattacharjee, 2001), satisfaction has a direct impact on users’ continuance intention of IS usage. This theoretical path has been examined in a significant number of IS studies (e.g., Cheung & Lee 2009; Lin, Wu & Tsai 2005). Based on this line of arguments, it is believe that user satisfaction with prior usage experience with YouTube will positively influence their continuance intention to use YouTube. When a user is satisfied with the usage experience with YouTube, there is a higher chance that he/she will continue to use it. This study is to understand the continuance intention to use YouTube rather than going to watch movies in cinema by integrating the uses and gratification framework with several disconfirmations of motivations.

3. Theories in use (uses and gratifications theory and expectation disconfirmation theory)

The uses and gratifications (U&G) framework is a media use model from mass communications research that pilots the assessment of user motivations of media usage and access. The main purpose of this model is to clarify the reasons that individuals choose a specific medium over alternative communication media and to elucidate the psychological needs that people use a particular vehicle. This model assumes that users are goal-directed in their behavior and are aware of their needs. The framework has been applied to various media, plus newspapers (Elliott & Rosenberg, 1987), radio (Mendelsohn, 2009), and television (Babrow, 1987), cable television (Heeter & Greenberg, 1985), VCR (Cohen, Levy & Golden, 1988), mobile phone (Leung & Wei, 2000), email (Dimmick, Kline & Stafford, 2000), the Internet (Stafford, Stafford & Schkade, 2004), virtual community (Cheung and Lee, 2009)) and social network sites (Cheung & Lee, 2009; Shi, Cheung, Lee, & Chen, 2009). Expectation Disconfirmation Theory

(EDT), from Marketing, has now been smeared to the adoption of information technology (e.g., Bhattacharjee, 2001a). In specific, information systems (IS) research has recently shown that expectations about technology can forecast perceived performance, disconfirmation of expectations, satisfaction, and usage continuance intentions (Bhattacharjee and Premkumar, 2004; Hsu, Chiu & Ju., 2004; Susarla, Barua, & Whinston, 2003; Khalifa and Liu 2002; Bhattacharjee 2001b). This is a vital area of research that helps clarify the process of adoption by showing how initial expectations are converted by disconfirmation into satisfaction with a system. EDT is a prominent theory from marketing that can predict and explain consumers' satisfaction with products or services (e.g., Spreng & Page, 2003; Patterson, Johnson & Spreng, 1997; Oliver, 1980). Recently, EDT has been used to explain users' information technology satisfaction (Bhattacharjee and Premkumar 2004; Hsu et al., 2004; Susarla et al., 2003; Khalifa and Liu 2003, 2002; Bhattacharjee, 2001a, 2001b).

4. Gratifications and disconfirmation of motivation

Building on the existing literature, there are proposed various motives of using YouTube were proposed. These motives were taken and modified to suit this study. The various motives include self-documentation, information sharing, social interaction, entertainment, passing time, self-expression, medium appeal, and convenience. Motivation can be referred as a user's pre-use expectation towards an information system. Disconfirmation is defined as the discrepancy between a user's expectation and perceived performance of the system/service, is considered to have a strong impact on user's gratification. Peters (2007) structured gratifications into three categories: content gratification, process gratification, and social gratification. In the current investigation of SNS usage, it is reasonable to include technology gratification, introduced by Venkatesh, Morris, Davis & Davis (2003) for new media. Integrating the expectation disconfirmation theory with the motivations of using YouTube, content gratifications, process gratifications, social gratifications, and technology gratifications are represented by the disconfirmations of motivations respectively.

4.1. Content gratification

Stafford et al. (2004) defined Content Gratification as "informational content for special consideration as a desired outcome of consume Internet access". Content gratification is an important need for every media user, no matter whether the user is a traditional television watcher or online service user (Lin, 1999). Content gratification is follow-on from the use of facilitated messages for their direct, substantive intrinsic value for the receiver. Content gratification is purposeful use of media (like in instrumental use). Two types of disconfirmations of motivations was identified that will arise content gratification, including the disconfirmation of self-documentation and the disconfirmation of information sharing from Peters (2007). Therefore, content gratification of YouTube resides in content of the information carried through the channel. If a user's perceived quality of the information transmitted by YouTube is higher than or the same as his pre-use expectation, he will be content with the content gratification and will thus remain to use the UGC. Therefore the H1 of this study is:

H1: Content gratification has a positive effect on their level of satisfaction with the use of YouTube.

4.2. Social gratification

By social gratification, researchers refer to the gratification Internet users acquire from chatting and interaction with friends and others, using or as an outcomes of the availability of Internet, said Krishnatray, Singh, Raghavan and Varma (2009). Social gratification starts from "interactivity" with other parties through media. The interactivity is the degree that users can swap with each other in the media. YouTube provides the job of following to keep connection with each other. It will bring social gratification by satisfying the need of social interaction. Stafford et al. (2004) indicated that media with a high degree of interactivity is more likely to satisfy and retain users. Harrell (2000) pointed out that Internet users choose mass media to satisfy their communication, information, escapism, companionship, or entertainment needs. And because Internet has multiple functions for Internet surfers, its audience has more expectation of gratification obtained (Lin, 2001; Peters, 2007).

Therefore, it is reasonable to presume that social gratification is another pertinent element to acquire YouTube users' satisfaction (Cheung & Lee 2009; Lin, Wu & Tsai 2005). Therefore the H2 of this study is:

H2: Social gratification has a positive effect on their level of satisfaction with the use of YouTube.

4.3. Process gratification

Process gratification refers to searching for something or to pass time. Process gratification means user receives gratification mainly from being involved in the process of behavior, rather than from message content. Process gratification focuses on the convenience and ease of use, and is associated with words such as *resources, search engines, surfing, technology, and websites* (Stafford et al., 2004, p. 13). Because the technological improvement, the Internet and television come closer and closer and will possibly to be combined as a new medium to satisfy the audiences' need. Process gratification derived from the use of mediated messages for extrinsic values. In YouTube, it could be covered in three constructs: disconfirmation of entertainment, disconfirmation of passing time, and disconfirmation of self-expression by Peters (2007). A user will perceive process gratification when user involved in the usage process, such as using YouTube for fun, then he will be satisfied with the process of using it (Chae & Chung, 2010, p. 137). Therefore the H3 of this study is:

H3: Process gratification has a positive effect on their level of satisfaction with the use of YouTube.

4.4 Technology gratification

Academic researchers have recognized that the online website as a technology tool, easy to use is one of the most important factors. Venkatesh et al. (2003) confirmed that facilitating conditions, which refer to perceptions of environmental factors that support the use of a system, become a valuable construct. Yet, the potential uses and associated technology gratifications arising from consumer are important to explore. Technology gratification is derived from the suitable and convenient environment provided by a system. Technology gratification would likely be adapted previously developed usage dimensions: disconfirmation of medium appeal and disconfirmation of convenience (Venkatesh et al. (2003). Technology gratification of YouTube lies on the practical advantage of the mobile and technical innovations of the video's applications. The production and publication of videos are facilitated by convenient YouTube applications. Therefore, a user will perceive technology gratification when user uses YouTube in a suitable environment, then he/she will be satisfied and will continue to use YouTube. Therefore the H4 of this study is:

H4: Technology gratification has a positive effect on their level of satisfaction with the use of YouTube.

5. Conclusion

To conclude this discussion, this study therefore propose a framework that uses Peters' (2007) structured gratifications: content gratification, process gratification, and social gratification and added technology gratification, introduced by Venkatesh et al. (2003) for new media. This study also replicates the variables as above but using different items in Sub-Construct (Disconfirmations) adopted from several of previous studies (Cheung & Lee 2009; Dholakia, Bagozzi & Pearo 2004; Sangwan 2005) that will be altered later to suit this study.

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