

Relationships between Expectation Towards Technology and Social Gratification with Continuance Intention to Watch Movies on YouTube: Mediating Roles of Gratification

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Abstract

This study hypothesized that gratification mediates relationships between expectations towards social and technology gratification provided by YouTube for movie watching experience; with continuance intention of using YouTube to watch movies. All variables and items were extracted from reviews of literatures and were checked for convergent and discriminant validity using Confirmatory Factor Analysis (CFA). Structural Equation Modelling (SEM) under AMOS software was later used. Results of the SEM indicated that the model fits the data. Based on the Three-Variable Non-recursive Causal Model by Baron and Kenny, it was found that gratification acts as a mediator for both expectations, which also led to their continuance intent to watch movies on YouTube.

Keywords: Gratification, Movies, YouTube, Confirmatory Factor Analysis, Structural Equation Modelling.

Jangkaan Terhadap Teknologi dan Kepuasan Sosial dengan Niat Berterusan untuk Menonton Film Melalui YouTube: Peranan Kepuasan sebagai Pengantara

Abstrak

Kajian ini dijalankan untuk melihat sama ada kepuasan bertindak sebagai pengantara hubungan antara jangkaan ke arah kepuasan sosial dan teknologi yang disediakan oleh YouTube untuk pengalaman menonton filem; dengan niat berterusan menggunakan YouTube untuk menonton filem. Semua pembolehubah dan item telah diekstrak daripada tinjauan literatur dan diperiksa untuk kesahihan konvergen dan diskriminasi menggunakan Analisis Faktor Pengesahan (CFA). Pemodelan Persamaan Struktur (SEM) di bawah perisian AMOS kemudian digunakan untuk menganalisis data daripada 400 responden. Keputusan SEM menunjukkan bahawa model sesuai dengan data. Berdasarkan Three-Variable Non-recursive Causal Model oleh Baron dan Kenny, didapati bahawa kepuasan bertindak sebagai pengantara untuk kedua-dua jangkaan, yang juga menyebabkan keinginan berterusan responden untuk menonton filem melalui YouTube.

Kata Kunci: Kepuasan, Filem, YouTube, Analisis Faktor Pengesahan, Pemodelan Persamaan Struktur.

Introduction

Videos has developed a long way since the analogue times of Video Home System (VHS). The outwardly perpetual progression of digital video technology has intruded upon an industry once dominated by films and movies as its sole medium. Film and movie industry are the main providers to many national incomes of various countries. According to Herwina and Zarith (2012) research attentions in the movie industry have increased in recent years as it has appeared as a new vibrant industry in world trade. The term "movie" is more frequently used in the United States (US) than in the United Kingdom (UK). In the US, "film" can also refer to a solo motion picture, but it is less usual and has a more thoughtful connotation, while "movie" is the more conversational term.

This study will use the term “movie” in all its discussion. While Hasrul and Jamaluddin (2014) stated that the local movie industry's swift expansion is often translated into income, movie industry in Malaysia should look far into the future and past the contented zone. The local movie industry is being deserted by the entry of foreign films that drowned the native market not only through cinema platform but also through the new online media platform as well. Relative to other sectors in the economy, the size of the Malaysian film industry is little.

Reviews of Literature and Problem Statement

Although the total population in Malaysia was at 31.7 million people in 2016 (Population and Demography, 2016), the Malaysian domestic market for its movie products is viewed as little. According to The National Film Development Corporation Malaysia (abbreviated FINAS), viewers for all local feature films combined for 2015 was at only RM52 million. The year before, an outstanding RM74 million revenue was recorded (FINAS, 2016). These decreasing numbers are worrying as the National Film Development Corporation Malaysia (FINAS) director-general Datuk Kamil Othman said that the government has funded as much as RM800 million in the movie industry. This is with the accordance to the Ninth and Tenth Malaysia Plan.

However, it has not seen expectant expansion and improvement. The worrying state of our local movie industry is mostly reflected in the quantity spent in films. However, it was accompanied with no well return as local box-office collections scarcely ever help films making profit, wrote Sia (2015, November 27). Interestingly, Mustaffa et. al (2011) claimed that 5.14 per cent out of 28,552,712 citizens of Malaysia in 2011 used YouTube for various purposes in the stipulated year. Simon (2012) later stated that 90 per cent of Malaysian Internet users have access to unlimited utilisations of web-based social networking platforms.

The study found that 80 per cent of Internet clients in Malaysia stream online video content every month and 51 per cent have active YouTube profiles. Becker (2002) indicated that patterns of user-generated

content (UGC) sites usages were changing from a relationship-oriented consumption to a personal consumption, from a sociable act to a routine act, and from a viewing only to a maneuvering act. Generally, this study aims to determine if YouTube have the overall potential to substitute physical cinema as the new movie watching platform among moviegoers in Malaysia.

In terms of YouTube usage for movie watching experience, this study specifically aims to see if:

Hypothesis 1: Gratification (GAT) mediates the relationship between expectation towards technology gratification (ETTG) provided by YouTube for movie watching experience; with continuance intention (CI) of using YouTube to watch movies.

Hypothesis 2 : Gratification (GAT) mediates the relationship between expectation towards social gratification (ETSG) provided by YouTube for movie watching experience; with continuance intention.

Methodology

An online survey of 66 items using Google Forms was shared to 400 Malaysian YouTube users. All items were adapted from literature reviews and later tested for reliability. Respondents for this study has been strained by only allowing those whom are 1) currently residing in Malaysia; 2) have used YouTube to watch movies; and 3) have experienced of using/heard of iFlix and Astro First. Those who clicked 'Yes' was directed to the next section of the survey; and those who clicked 'No' was made to leave. The "Only permit one response per person" feature in the "Form Settings" was also initiated. This is to ensure that a person only responds to the form, once.

Respondents were selected using non-probability purposive sampling because the research respondents must meet certain characteristics and criteria. The sample number for this study is 400 respondents by referring to Israel (1992) table. This study believed that 5.14 per cent out of 31.7

million citizens of Malaysia in 2016 (Population & Demography, 2016) that have used YouTube to watch movies could be equal to 400 sample of respondents with 95 per cent confidence. The research instrument in this study comprises of five sections, namely Demographics, ETTG, ETSG, GAT and CI. A 5-point scale anchored with YouTube performance in regards to movie watching are “Much lower than my expectation (1)”, “Lower than my expectation (2)”, “Just the same as my expectation (3)”, “Higher than my expectation (4)”, and “Much higher than my expectation (5)” were used to measure ETTG and ETSG. A 4-point Likert-scale “Strongly Disagree” to “Strongly Agree” was used to measure GAT and CI. AMOS 4.0, a leading Structural Equation Modelling (SEM) package, was used for this study to identify mediating roles of Gratification towards the relationships between ETTG, ETSG and CI.

SEM is a multivariate statistical methodology, which takes a confirmatory approach to the analysis of a structural theory. SEM provides researchers with the ability to accommodate multiple interrelated dependence relationships in a single model. Confirmatory Factor Analysis (CFA) is often used to confirm a factor structure known beforehand. In this study, since the constructs are known, CFA was executed to validate the model. The standardised factor loadings obtained from the measurement model (CFA) indicates that all indicators loaded to the respective factors significantly. The model was tested in three stages. Reliability of the measurement tools was found at the first stage. A CFA was performed to check validity of the model. This ensured the overall fit of measurement model.

The third test was to check the data support for the proposed structural model and the hypotheses stated. Most target level of minimum reliability was established in the 0.70 to 0.80 range (Awang, 2015). All variables in this study recorded great level of reliability (.986 for ETTG, .983 for ETSG, .916 for GAT and .967 for CI). CFA was used to test the model fit of the measurement model of ETTG, ETSG, GAT and CI to use YouTube to watch movies. It was found that RMSEA was at 0.57; GFI (.798); χ^2/df (2.299); AGFI (.777); CFI (.934); NFI (.888); and TLI (.932). The values show an acceptable overall fit and show that the measurement model is theoretically and statistically acceptable.

Results and Discussions

It was found that YouTube did possess the potential to grow as a new movie-watching platform as 68.5 per cent of respondents have been using YouTube to watch movies for more than three years. A total of 64.5 per cent of them use computer/personal computer as their main viewing platform to watch online movies on YouTube. 52.8 per cent of them spent one hour and more in a day to visit YouTube for online movie watching.

A total of 83.3 per cent of the respondents preferred using YouTube to watch movies at home. This confirms the readiness of increased adoption of premium mobile content, more high-tech handsets, flat rate pricing for mobile broadband, development in mobile video and broadcast mobile TV services and increased 3G network coverage in the country (Goi, 2008; Salman and Hasim, 2011; Azman, Salman, Razak, Hussin, Hasim and Sidin (2015).

YouTube, particularly has the potential to be used in movie or television Internet marketing in Malaysia as it has been long utilised by the respondents in this study. In order to test the mediating role that gratification has on the relationship between set of independent variables (ETTg, ETSG) and a dependent variable (Continuance Intention), this study adopts Baron and Kenny's (1986) procedure. This procedure is useful for determining if an independent variable affects a dependent variable through some mediator is so well known that it is used by authors and requested by reviewers almost reflexively.

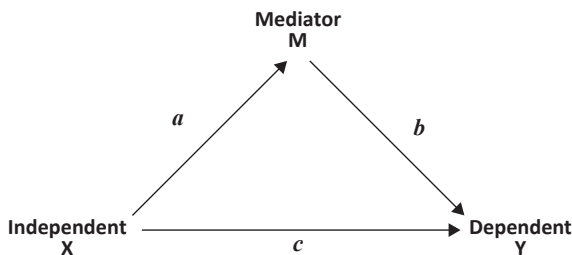
Many research projects have been terminated early in a research program or later in the review process because the data did not conform to Baron and Kenny's criteria, impeding theoretical development. According to Social Sciences Citation Index, Baron et al., (1986) article had been cited by 12,688 journal articles as of September 2009, with citations per year growing each year, including 1,762 by then in 2009.

The procedure is so well known that it is used by authors and requested by reviewers almost reflexively—even when experimental approaches other

than statistical ones might be more appropriate (Iacobucci, Saldanha and Deng 2007; Mitra and Lynch 1995; Spencer, Zanna and Fong, 2005).

Both researchers suggested that a variable role out as a mediator when it meets the following three conditions:

1. The independent variable significantly influences the mediating variable (path A),
2. The mediating variable significantly influences the dependent variable (path B)
3. When path A and B are controlled, a previously significant relation between the independent variable and the dependent variable is no longer significant.



*Figure 1. A Three-Variable Nonrecursive Causal Model
By Baron and Kenny's (1986).*

Preacher and Hayes (2004) have suggested the use of Sobel test (Sobel, 1982). Often called a product of coefficient strategy (MacKinnon & Fairchild, 2009), this test was commonly used to test the significance of an indirect effect. However, Figueredo, Garcia, Cabeza De Baca, Gable and Weise (2013) have argued that the use of such test was logically unnecessary, especially when it already involves the use of SEM analysis (Figueredo and Gorsuch, 2007), which this study has applied. Thus, this study has firmly adopted the Three-Variable Nonrecursive Causal Model by Baron et al., (1986) to describe and report its mediation roles finding.

In regard to mediating roles gratification has on the relationship between Expectation Towards Technology Gratification (ETTG) and continuance intention to use YouTube to watch movies, it was found that there is a significant relationship between ETTG and gratification (the mediating variable) (Path A) ($p = .016 < 0.05$). There is also a significant relationship between the mediating variable and the dependent variable (Path B), thus without a doubt giving gratification a mediating roles on the relationships between the two variables.

As gratification does mediate the relationships and has fulfilled the criteria suggested by Baron et al., (1986) H1 is accepted. This finding is similar to Chiu and Wang (2008) findings, which fulfilled expectations on simplicity of use, playfulness and convenience of information technology are considered important causation in continuous usage. There was no significant relationship between ETTG and continuance intention to use YouTube to watch movies (Path C). This means that they need to be gratified and their expectations need to be met before they continue watching movies on YouTube.

Table 1: Mediating Roles of GAT Between ETTG and CI

Hypothesized Path Needs	Estimate, b	P-Value	Result
Direct Model (Path C) ETTG ----> CI	.064	.252	Not Significant
Mediation Model (Path A) ETTG ----> GAT	.095	.016	Significant
(Path B) GAT ----> CI	1.340	.000	Significant

In regard to mediating roles gratification has on the relationship between Expectation Towards Social Gratification (ETSG) and continuance intention to use YouTube to watch movies, it was found that gratification does mediate the relationships between the two variables. There is a significant relationship between ETSG and gratification (the mediating variable) (Path A) ($p = .000 < 0.05$).

There is also a significant relationship between the mediating variable and the dependent variable (Path B). Thus, without a doubt, gratification does mediate the relationships between ETSG and continuance intention to use YouTube to watch movies. Thus, H2 is accepted as variables have fulfilled the criteria suggested by Baron et al., (1986).

These findings are supporting the works of both Heiberger and Harper (2008) and HERI (2007) that found positive college student social engagement on UGC sites was mediated by gratification from the networking website used as the medium has met their expectations. There is also a significant relationship between ETPG and continuance intention (Path C) meaning that respondents will continue using the UGC sites to watch movies.

Table 2: Mediating Roles of GAT Between ETSG and CI

Hypothesized Path Needs	Estimate, b	P-Value	Result
Direct Model (Path C) ETTG ----> CI	-.153	.028	Significant
Mediation Model (Path A) ETTG ----> GAT	.267	.000	Significant
(Path B) GAT ----> CI	1.340	.000	Significant

Table 3: Hypothesis Statement for Every Path and The Decision

Hypothesis Statement of Path Analysis Estimate	Results
H1: Gratification mediates the relationship between expectations towards technology gratification provided by YouTube for movie watching experience; with continuance intention of using YouTube to watch movies	Supported
H2: Gratification mediates the relationship between expectations towards social gratification provided by YouTube for movie watching experience; with continuance intention of using YouTube to watch movies	Supported

Implications and Suggestions

Such findings indicated that the details of technology and social instructiveness of YouTube for movie watching purposes must be looked into by Google as a UGC site only became valuable when it encompasses sourcing, planning, production, distribution, and consumption processes, which led to the participation of users (Feijóo, Maghiros, Abadie, and Gómez-Barroso, 2009; Vickery and Wunsch-Vincent, 2007). Future studies should look into the other elements of YouTube, such as content and process of using YouTube for movie watching experience. The content of movies in YouTube thus worth to be tested as Kim et al., (2010) found that high quality content of a UGC sites was the most critical factor that tends to attract high user's gratification and led to continuance intention. YouTube also should consider to fully utilisations of content, participations and chain productions of movie content as Heinonen (2011) found that these elements users keep coming back to UGC sites (Facebook, in her study). Li and Lin (2009) argued that the value of digital content was associated principally with its content quality. With such result, it can be concluded that the quality of movies on YouTube is below user's expectations. Users may discontinue the use of UGC if they find it uninteresting (Kim, Jin, Kim and Shin, 2012).

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