

A Tentative Framework On The Relationships Between Gratification and Continuance Intention to Use YouTube for Movie Watching Experience

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Abstract

The paper discusses the emergence of User Generated Content (UGC) sites, UGC sites value chain and YouTube as a UGC medium for movie watching experience. This paper goes on by tabulating relationships between content, social, process and technology gratification; and continuance intention of using YouTube to watch movies. Based on various reviews of literature, this study later hypothesized; and proposed a new tentative framework for those in the quest of predicting relationships between those antecedents (gratifications) and consequences (continuance intention).

Keywords : Gratification, Continuance Intention, YouTube

1. Introduction, Problem Statement and Literature Reviews

Previous studies of the User Generated Content (UGC) sites value chain have demonstrated a clear trend toward many categories of gratifications involved in the usage of UGC online platform. This is because UGC sites users always look forward to take control of the creation and utilization of UGC (Stoeckl, Rohrmeier, & Hess, 2007; Hargittai and Walejko, 2008). For instance, some past researches celebrated two major categories of media gratifications, which were content gratifications and process gratifications (Cutler and Danowski, 1980; Stafford and Stafford, 1996). Later, many researchers (Lefkow, 2010; Pavlik, and McIntosh, 2011; Song and Zinkhan, 2008; Bauerlein, 2010; and Jansen, Zhang, Sobel, and Chowdury, 2009) begun studying user's involvement with UGC sites such as Facebook and Twitter. UGC sites begun to gain acceptance and popularity by permitting users to distribute text, audio, video, and images they have created posted on content sharing sites (e.g. YouTube, Slashdot). In the US, YouTube ranked first with 42.9 percent of people continuously visiting, storing and sharing videos (BFI Statistical Yearbook 2013, p.8) and has the collection of at least 200 million videos, making the Internet the world's largest vault for moving-image material (Diane Garrett, 2008). Results of a study displayed significant relationship between UGC sites usage and continuance intention. This means that high quality content of a UGC sites tends to draw elevated user participation. This has rendered a particular website to be more well-liked (Ghosh and McAfee, 2011). Shao (2009) found that the respondents pursued information, entertainment, and mode management gratifications from the consumption of UGC usages. All being said, not all UGC sites usage leads to gratifications. Dholakia and Rego (1998) tried to explain the categories and type of marketing information on business homepages. Their study results showed that a substantial number of commercial websites are little and

inadequate in scope. Many corporations used the web in the late 1990s for more old-fashioned marketing objectives. The information content of webpages did not seem to draw visitors to the websites. As time goes by, it was found that the content of a website must be upgraded due to need of users. Tench, Bowd, & Jones (2007) matched samples of companies' homepages collected in 1996 and 1997 with homepages of the similar sites gathered in 2006. The study found that the design of commercial homepages was more consistent in 2006 than from 1996 to 1997, and it also found that there was augmented standardization in the 2006 commercial websites in the categories of: homepage dimension, principal navigation placement, primary steering style, search engine, presence and location.

These changes were able to gratify its consumers and have led to the operation of digital content. Since UGC sites is a type of digital content, studies have also discovered mutual association to technology gratifications (Kim et al., 2009). As such, numerous researchers in communication technology have tried to not only investigate the level of interactivity that new media encompass but also has insert the Users and Gratification Theory (UGT) elements in the measurements, descriptions, and features of interactive communication within the realm of new media (e.g., Downes and McMillan, 2000; Goertz, 1995; McMillan and Hwang, 2002; Rafaeli, 1988; Rafaeli and Sudweeks, 1997; Schultz, 1999; Zack, 1993). This trend was sorted later by Stafford, Stafford, & Schkade (2004) stating that most Internet research using UGT studied few components linked to consumer drive for using certain Internet platforms: process gratifications, and content gratifications. However, according to Valcke and Lenaerts (2010), social gratification also stems from the use of UGC online platform. Social gratifications may be intensely strong in studies of m-commerce and mobile device usage, since the main purpose of business in m-commerce is to broaden the social collaboration between entities and corporations (Mylonopoulos and Doukidis, 2003). Thus, social gratification ascends from “interactivity” with other revelries through media. The interactivity is the idea that users can swap with each other in the media (Williams, Watts, MacLeod, & Mathews, 1988). Boyd and Ellison (2008) specified that UGC sites offer a chance for users to articulate and make obvious with their social connections. At the same time, experts and researchers warn of UGC's sites unmatched ability to sidetrack or isolate users with playful pursuits, cut wellbeing, lead to obsession, and compromise users' capabilities to focus, absorb, or practice social ties (Carr, 2010; Greenfield, 2009; Kraut, Patterson, Lundmark, Kiesler, Mukophadhyay, & Scherlis, 1998; Ophir, Nass, & Wagner, 2009; Pariser, 2011; Small and Vorgan, 2009; Young, 1998). However, equivalent with gratifications obtained from the use of UGC, numerous studies have logged various continuance intentions from the use of UGC. According to the Information System (IS) continuance model (Bhattacharjee, 2001), technology gratifications has a significant relationship to users' continuance intention of UGC usage (Cheung et al., 2009; Lin, Wu, & Tsai 2005). Meanwhile, Liu, Cheung, & Lee (2010) found that content gratifications and technology gratification are the two key categories of gratifications that has significant relationship to continuance intention to use the UGC sites.

According to Heinonen (2011), Facebook established a mounting segment in the social media area. The motives why users keep returning to Facebook platform are mainly for communication, social connection and entertainment gratifications. Zhao and Rosson (2009) stated that motivations of UGC sites continuance usage include the stress-free process of using the UGC online platform. Previous studies of uses and gratifications on machine-mediated communication kits include such devices as email (Dimmick et al., 2000), the internet (Flanagin and Metzger, 2001; Papacharissi and Rubin, 2000; Parker and Plank, 2000), Short Message Service (SMS, ‘texting’; Leung, 2007) and ICQ (‘I Seek You’; Jun, and Lee, 2007) demonstrated the prominence of examining civic engagement in relation to behaviors of gratification and continuance intention from the use of user-generated Internet content. Building on the existing literature, it can be concluded that there is a lot of opportunity for scholars to undertake research, which contributes drastically to the growth of research in the area of curating online contents. However, there have yet any study that studied the relationships between gratification and continuance intention to use YouTube, specifically for movie watching experience. With all that has been discussed, this study hypothesized and proposed a tentative framework as below:



- H1: User's continuance intention to use YouTube to watch movies are associated with their content gratification.
- H2: User's continuance intention to use YouTube to watch movies are associated with their social gratification.
- H3: User's continuance intention to use YouTube to watch movies are associated with their process gratification.
- H4: User's continuance intention to use YouTube to watch movies are associated with their technology gratification.

2. Conceptual Framework

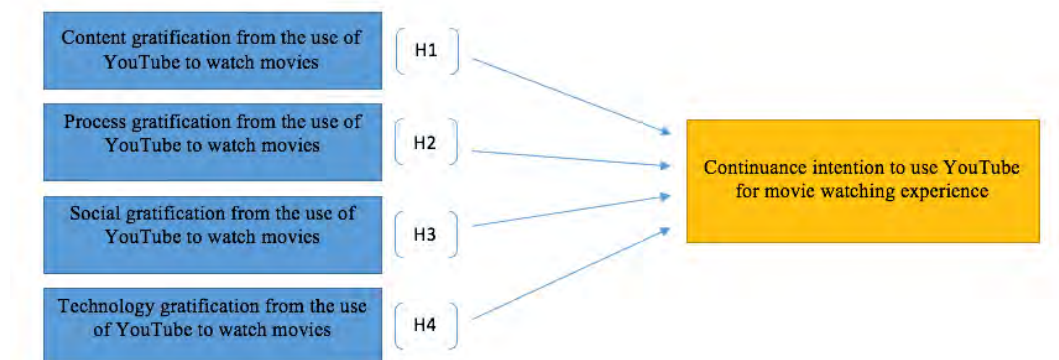


Figure 1. A conceptual model of content, social, process and technology gratification with continuance intention to use YouTube for movie watching experience.

(Source: Literature review)

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