



**UNIVERSITI PUTRA MALAYSIA**

***MEDIATING ROLE OF GRATIFICATION ON THE RELATIONSHIP  
BETWEEN EXPECTATION AND CONTINUANCE INTENTION TO WATCH  
MOVIES ON YOUTUBE***

**MOHD SYUHAIDI BIN ABU BAKAR**

**FBMK 2018 14**



**MEDIATING ROLE OF GRATIFICATION ON THE RELATIONSHIP  
BETWEEN EXPECTATION AND CONTINUANCE INTENTION TO  
WATCH MOVIES ON YOUTUBE**

**By**

**MOHD SYUHAIDI BIN ABU BAKAR**

**Thesis Submitted to the School of Graduate Studies,Universiti Putra Malaysia,  
in fulfilment of the Requirement for the Degree of Doctor of Philosophy**

**September 2017**

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment  
of the requirement for the degree of Doctor of Philosophy

**MEDIATING ROLE OF GRATIFICATION ON THE RELATIONSHIP  
BETWEEN EXPECTATION AND CONTINUANCE INTENTION TO  
WATCH MOVIES ON YOUTUBE**

By

**MOHD SYUHAIDI BIN ABU BAKAR**

**September 2017**

**Chairman : Jusang bin Bolong, PhD**  
**Faculty : Modern Languages and Communication**

Various movies that were recently released in Malaysia were disappointing in ticket sales, however the number of users watching movies on YouTube have recorded an increase. The general objective of this study was to determine the potential of YouTube to substitute physical cinema as the new movie watching-platform among moviegoers in Malaysia. Specifically, the study aims to identify the relationships between expectations, gratification, and continuance intention to watch movies on the User-Generated Content (UGC) site. An online questionnaire using Google Forms were distributed to 400 YouTube users in Malaysia, selected through purposive sampling techniques. The variables and items were extracted from reviews of literature and were checked for convergent and discriminant validity using Confirmatory Factor Analysis (CFA). Structural Equation Modelling (SEM) under AMOS software was used in the analysis. Results of the SEM indicated that YouTube users in Malaysia were gratified with the social and the technological opportunities provided by YouTube. However, these users were not gratified with the movie selections on YouTube and have claimed that they were not gratified with the actual experience of watching movies on YouTube. Nevertheless, findings from this study have recorded a good chance for YouTube to substitute physical cinema in Malaysia, provided that Google were to develop a better synergetic content selection of movies and provide better actual experience for its stakeholders.

**Keywords : Movie, YouTube, Expectation, Gratification, Continuance Intention**

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia Sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

**KEPUASAN SEBAGAI PERANTARA TERHADAP HUBUNGAN ANTARA  
JANGKAAN DAN PENERUSAN NIAT UNTUK MENONTON FILEM DI  
YOUTUBE**

Oleh

**MOHD SYUHAIDI BIN ABU BAKAR**

**September 2017**

**Pengerusi : Jusang bin Bolong, PhD**  
**Fakulti : Bahasa Moden dan Komunikasi**

Pelbagai filem yang baru-baru ini dikeluarkan tidak mendapat kutipan yang memberangsangkan. Walaubagaimanapun, terdapat peningkatan terhadap jumlah penontonan filem di *YouTube* di kalangan rakyat Malaysia. Objektif umum kajian ini adalah untuk menentukan sama ada *YouTube* mempunyai potensi untuk menggantikan pawagam sebagai platform menonton filem di negara ini. Secara spesifik, kajian ini ingin mengenal pasti hubungan antara jangkaan, kepuasan dan penerusan niat untuk menonton filem di *YouTube*. Soal selidik dalam talian menggunakan *Google Forms* telah diedarkan kepada 400 pengguna *YouTube* di Malaysia yang dipilih melalui teknik *pensampelan* bertujuan. Kesemua pembolehubah dan item-item telah diekstrak daripada kajian literatur dan di uji untuk kesahihannya menggunakan Analisis Faktor Pengesahan (*CFA*). Pemodelan Persamaan Struktur (*SEM*) di bawah perisian *AMOS* telah digunakan untuk analisis data. Keputusan *SEM* menunjukkan bahawa pengguna *YouTube* di Malaysia berpuas hati apabila menonton filem di *YouTube* kerana telah diberikan peluang untuk bersosial dan berpuas hati dengan teknologi yang disediakan oleh *YouTube* untuk aktiviti penontonan filem. Namun, peminat filem di Malaysia tidak berpuas hati dengan pilihan filem-filem di dalam *YouTube* dan oleh kerana itu mereka mendakwa tidak berpuashati dengan pengalaman sebenar menonton filem di *YouTube*. Hasil kajian telah menunjukkan bahawa *YouTube* mempunyai peluang yang baik untuk menggantikan pawagam di Malaysia, dengan syarat *Google* berusaha menawarkan filem-filem yang lebih banyak di dalam lamannya dan berusaha agar penggunaan *YouTube* dapat memberikan pengalaman penontonan filem yang lebih baik di kalangan penggunanya.

Katakunci : Filem, *YouTube*, Jangkaan, Kepuasan, Penerusan Niat

## ACKNOWLEDGEMENTS

It is often said that pursuing a PhD degree is a long journey. There are times when the journey is meandering and wobbly. At some point, it can be a lonely journey.

How true indeed, as I experienced them all.

For that, I thank God the Almighty for giving me the opportunity to embark into this journey and provide me with brilliant supervisors, devoted parents, close family and helpful friends. In their presence, the long journey felt shorter and less tiring. First and foremost, I would like to thank Assoc. Prof Dr Jusang Bolong, the Committee Members Chairman; Prof. Dr Ezhar Tamam and Assoc. Prof Dr Zulhamri Abdullah, Committee Members of this thesis, who have relentlessly shared their knowledge, expertise and scholarly inputs for this thesis. Special thanks to Dr Rosmiza Bidin, Prof. Dr. Abdul Mua'ti @ Zamri Ahmad, Assoc Prof Dr Hamisah Zaharah Hasan and Prof Dr Kerstin Stutterheim. Not to forget, Dato' Professor Dr A. Razak Mohaideen, Dean of Faculty of Film, Theatre & Animation, UiTM Selangor, Puncak Perdana Campus, Universiti Teknologi MARA for his support and leniency towards my decision to pursue this doctoral study.

My sincere gratitude for my colleagues, close friends and helping hands; Shamsul, Tippie, Azra and Hafizah, among others. You know who you are, and I hope we stay as friends forever.

I would like to thank my father, Haji Abu Bakar Daud and my mother, Hajjah Fatimah Mat Hassan for their abundant patience and advice. There have been so many times that I had to cancel our plans because I choose to stay in and wrote my thesis instead. Special thanks to my sisters; Siti Azami, Siti Sarina Azwani and my brothers-in-law, Fakhirin and Amier for the love and support!

Last but not least, I would like to take this opportunity to thank Fran Drescher for producing The Nanny. A TV show that completely hooked me and kept me up all night saying, "Just one more episode!" while writing this doctoral thesis. Oh Miss Fine! What would I do without you?

Words alone cannot aptly describe my deep and sincere gratitude to all of them. The guidance, the love and the support that I received from all these people, humbled me, but at the same time have elevated my life. For those who read this, but yet to pursue their PhD journey, hopefully they will find their audacity and willpower to start this challenging but worthy excursion.

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

**Jusang Bolong, PhD**

Associate Professor

Faculty of Modern Languages and Communication

Universiti Putra Malaysia

(Chairman)

**Zulhamri Abdullah, PhD**

Associate Professor

Faculty of Modern Languages and Communication

Universiti Putra Malaysia

(Member)

**Ezhar Tamam, PhD**

Professor

Faculty of Modern Languages and Communication

Universiti Putra Malaysia

(Member)

---

**ROBIAH BINTI YUNUS, PhD**

Profesor and Dean

School of Graduate Studies

Universiti Putra Malaysia

Date:

## Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name and Matric No.: Mohd Syuhaidi bin Abu Bakar, GS36440



## Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: \_\_\_\_\_  
Name of  
Chairman of  
Supervisory  
Committee: Associate Professor Dr. Jusang Bolong

Signature: \_\_\_\_\_  
Name of  
Member of  
Supervisory  
Committee: Associate Professor Dr. Zulhamri Abdullah

Signature: \_\_\_\_\_  
Name of  
Member of  
Supervisory  
Committee: Professor Dr. Ezhar Tamam

## TABLE OF CONTENTS

|                |  |             |
|----------------|--|-------------|
|                | <b>ABSTRACT</b>  | <b>Page</b> |
|                |  | i           |
|                | <b>ABSTRAK</b>   | ii          |
|                | <b>ACKNOWLEDGEMENTS</b>  | iii         |
|                | <b>APPROVAL</b>  | iv          |
|                | <b>DECLARATION</b>   | vi          |
|                | <b>LIST OF TABLES</b>  | xii         |
|                | <b>LIST OF FIGURES</b>   | xiv         |
| <b>CHAPTER</b> |  |             |
| <b>1</b>       | <b>INTRODUCTION</b>  | 1           |
|                | 1.1 Introduction   | 1           |
|                | 1.2 Background of The Study  | 1           |
|                | 1.3 Transitions from Traditional Viewing to Online Viewing of Movies   | 5           |
|                | 1.4 Problem Statement  | 7           |
|                | 1.5 Research Questions   | 9           |
|                | 1.6 Research Objectives  | 9           |
|                | 1.7 Significance of the study  | 10          |
|                | 1.8 Limitations of the study   | 11          |
|                | 1.9 Definition of Variables  | 13          |
|                | 1.9.1 Gratification  | 13          |
|                | 1.9.2 Content Gratification  | 13          |
|                | 1.9.3 Process Gratification  | 13          |
|                | 1.9.4 Technology Gratification   | 13          |
|                | 1.9.5 Social Gratification   | 14          |
|                | 1.9.6 Continuance Intention  | 14          |
|                | 1.9.7 Expectation  | 14          |
|                | 1.9.8 Expectations Towards Gratifications of Using UGC Online Platform | 14          |
|                | 1.10 Summary   | 16          |
| <b>2</b>       | <b>LITERATURE REVIEW</b>   | 17          |
|                | 2.1 Introduction   | 17          |
|                | 2.2 Movies and Cinema Industry   | 17          |
|                | 2.3 YouTube and Its Rivalries  | 18          |
|                | 2.4 The Present Outlook of Movie Industry in Malaysia                  | 20          |
|                | 2.5 Economic Performance of the Movie Industry in Malaysia             | 21          |
|                | 2.6 Digital and Media Content Industry Structure in Malaysia           | 22          |
|                | 2.7 Digital Maturity and Digital Economy in Malaysia                   | 22          |
|                | 2.8 Digital Infrastructure Targets and Achievements (2011-2015)        | 23          |
|                | 2.9 User Generated Content (UGC) Sites: Overview                       | 25          |
|                | 2.10 User Generated Content (UGC) Sites: An Overview of YouTube        | 26          |

|          |   |    |
|----------|---|----|
| 2.11     | Content, Process, Technology and Social Gratification of Using UGC Sites  | 27 |
| 2.12     | Expectation Disconfirmation Theory (EDT) and Its Typologies   | 30 |
| 2.13     | Uses and Gratifications Theory (UGT) and Its Typologies   | 31 |
| 2.14     | The Roles of Expectation Disconfirmation Theory (EDT) And Criticism Towards Uses and Gratification Theory (UGT) | 32 |
| 2.15     | The Development of Research Hypotheses  | 35 |
| 2.15.1   | Expectations Towards Content Gratification, Gratification and Continuance Intention of Using UGC Sites          | 35 |
| 2.15.2   | Expectations Towards Process Gratification, Gratification and Continuance Intention of Using UGC Sites          | 37 |
| 2.15.3   | Expectations Towards Social Gratification, Gratification and Continuance Intention of Using UGC Sites           | 39 |
| 2.15.4   | Expectations Towards Technology Gratification, Gratification and Continuance Intention of Using UGC Sites       | 41 |
| 2.15.5   | Gratification and Continuance Intention of Using UGC Sites  | 42 |
| 2.15.6   | Mediating Roles of GAT in The Relationships Between ETCG and CI   | 43 |
| 2.15.7   | The Role of GAT in The Relationships Between ETPG and CI  | 43 |
| 2.15.8   | The Role of GAT in The Relationships Between ETSG and CI  | 44 |
| 2.15.9   | The Role of GAT in The Relationships Between ETTG and CI  | 45 |
| 2.16     | Research Framework  | 45 |
| 2.17     | Summary   | 47 |
| <b>3</b> | <b>METHODOLOGY</b>  | 48 |
| 3.1      | Introduction  | 48 |
| 3.2      | Research Design   | 48 |
| 3.2.1    | The Population and Sample Size Determination  | 49 |
| 3.3      | The Sampling Procedure  | 50 |
| 3.4      | Research Instrument and Questionnaire Design  | 50 |
| 3.5      | Developing The Instrument   | 51 |
| 3.5.1    | Stage 1: Items Creation   | 51 |
| 3.5.2    | Stage 2: Content Validity   | 58 |
| 3.6      | Pre-test and Reliability of Instrument  | 62 |
| 3.7      | Data Collection Procedure   | 64 |
| 3.8      | Data Analysis Procedure   | 64 |
| 3.8.1    | Descriptive Statistics  | 65 |
| 3.8.2    | Structural Equation Modeling (SEM)  | 65 |
| 3.9      | Structural Model and Assessing Fitness  | 66 |
| 3.10     | Confirmatory Factor Analysis (CFA)  | 68 |
| 3.10.1   | Convergent Validity   | 69 |
| 3.10.2   | Composite Reliability   | 69 |
| 3.10.3   | Discriminant Validity   | 70 |

|          |  |           |
|----------|--|-----------|
| 3.10.4   | Model Fit  | 70        |
| 3.11     | Fit Indices Value for Expectations Towards Content Gratification (ETCG)                  | 71        |
| 3.12     | Fit Indices Value for Expectations Towards Process Gratification (ETPG)                  | 72        |
| 3.13     | Fit Indices Value for Expectations Towards Social Gratification (ETSG)                   | 74        |
| 3.14     | Fit Indices Value for Expectations Towards Technology Gratification (ETTG)               | 75        |
| 3.15     | Fit Indices Value for Gratification (GAT)  | 76        |
| 3.16     | Fit Indices Value for Continuance Intention (CI)   | 77        |
| 3.17     | Hypothesis Testing   | 78        |
| 3.18     | Summary  | 79        |
| <b>4</b> | <b>FINDINGS AND ANALYSIS</b>   | <b>80</b> |
| 4.1      | Introduction   | 80        |
| 4.2      | Profile of Respondents   | 80        |
| 4.3      | YouTube Usage Patterns Among Moviegoers in Malaysia                                      | 81        |
| 4.4      | Descriptive Analysis for ETCG of Watching Movies on YouTube                              | 82        |
| 4.5      | Descriptive Analysis for ETPG of Watching Movies on YouTube                              | 85        |
| 4.6      | Descriptive Analysis for ETSG of Watching Movies on YouTube                              | 86        |
| 4.7      | Descriptive Analysis for ETTG of Watching Movies on YouTube                              | 88        |
| 4.8      | Descriptive Analysis Conclusion for ETCG, ETPG, ETSG, ETTG of Watching Movies on YouTube | 91        |
| 4.9      | Descriptive Analysis for GAT of Watching Movies on YouTube                               | 91        |
| 4.10     | Descriptive Analysis for CI to Watch Movies on YouTube                                   | 92        |
| 4.11     | Confirmatory Factor Analysis (CFA) Result  | 93        |
| 4.11.1   | Model Fit  | 95        |
| 4.11.2   | Convergent Validity  | 97        |
| 4.11.3   | Composite Reliability  | 97        |
| 4.11.4   | Discriminant Validity  | 97        |
| 4.12     | The Relationships Between ETCG, ETPG, ETSG, ETTG, GAT and CI to Watch Movies on YouTube  | 98        |
| 4.12.1   | The Relationships Between ETCG and GAT of Watching Movies On YouTube                     | 98        |
| 4.12.2   | The Relationships Between ETPG and GAT of Watching Movies On YouTube                     | 99        |
| 4.12.3   | The Relationships Between ETSG and GAT of Watching Movies On YouTube                     | 100       |
| 4.12.4   | The Relationships Between ETTG and GAT of Watching Movies on YouTube                     | 101       |
| 4.12.5   | The Relationships Between GAT and CI to Watch Movies on YouTube                          | 102       |

|          |   |     |
|----------|---|-----|
| 4.13     | The Mediating Roles Result  | 102 |
| 4.13.1   | The Role of GAT on The Relationship Between ETCG and CI to Watch Movies on YouTube  | 104 |
| 4.13.2   | The Role of GAT on The Relationships Between ETPG and CI to Watch Movies on YouTube | 105 |
| 4.13.3   | The Role of GAT on The Relationship Between ETTG and CI to Watch Movies on YouTube  | 106 |
| 4.13.4   | The Role of GAT on The Relationship Between ETSG and CI to Watch Movies on YouTube  | 108 |
| 4.14     | YouTube as a Substitute for Physical Cinema in Malaysia                             | 109 |
| 4.15     | Summary   | 110 |
| <b>5</b> | <b>CONCLUSION</b>   | 113 |
| 5.1      | Introduction  | 113 |
| 5.2      | Summary of Research Findings  | 113 |
| 5.3      | Implications of Research Findings   | 113 |
| 5.3.1    | Movie Watching Experience Implications  | 113 |
| 5.3.2    | Theoretical Implications  | 115 |
| 5.3.3    | Methodological Implications   | 116 |
| 5.4      | Limitations   | 117 |
| 5.5      | Recommendations for Future Studies  | 118 |
|          | <b>REFERENCES</b>   | 119 |
|          | <b>APPENDICES</b>   | 151 |
|          | <b>BIODATA OF STUDENT</b>   | 197 |
|          | <b>LIST OF PUBLICATIONS</b>   | 198 |

## LIST OF TABLES

| Table   | Page |
|---|------|
| 3.1 Items for Expectation Towards Content Gratification (ETCG) variable                                 | 53   |
| 3.2 Items for Expectation Towards Process Gratification (ETPG) variable                                 | 54   |
| 3.3 Items for Expectation Towards Social Gratification (ETSG) variable                                  | 55   |
| 3.4 Items for Expectation Towards Technology Gratification (ETTG) variable                              | 56   |
| 3.5 Items for Gratification (GAT)   | 57   |
| 3.6 Items for Continuance Intention (CI)  | 57   |
| 3.7 Content Validity Index (CVI) Result for Expectations Towards Content Gratification (ETCG) Items     | 59   |
| 3.8 Content Validity Index (CVI) Result for Expectations Towards Process Gratification (ETPG) Items     | 59   |
| 3.9 Content Validity Index (CVI) Result for Expectations Towards Social Gratification (ETSG) Items      | 60   |
| 3.10 Content Validity Index (CVI) Result for Expectations Towards Technology Gratification (ETTG) items | 60   |
| 3.11 Content Validity Index (CVI) Result for Gratifications (GAT)                                       | 61   |
| 3.12 Content Validity Index (CVI) Result for Continuance Intention (CI)                                 | 61   |
| 3.13 The number of items dropped/changed/added from CVI results   | 62   |
| 3.14 Rules of Thumb of Reliability Test   | 63   |
| 3.15 The Overall Result from The Pre-Test   | 63   |
| 3.16 Fit Indices Value Guideline  | 67   |
| 3.17 The Literature Supports for The Respective Fitness Indices   | 68   |
| 3.18 Fit Indices Value Recommended by Awang (2015)  | 71   |
| 3.19 Fit Indices Value for ETCG   | 71   |
| 3.20 Fit Indices Value for ETPG   | 73   |
| 3.21 Fit Indices Value for ETSG   | 74   |
| 3.22 Fit Indices Value for ETTG   | 75   |
| 3.23 Fit Indices Value for Gratification  | 76   |

|      |  |     |
|------|--|-----|
| 3.24 | Fit Indices Value for Continuance Intention  | 77  |
| 4.1  | Distribution of YouTube Users by Profile (n=400)   | 80  |
| 4.2  | YouTube Usage Patterns Among Moviegoers in Malaysia (n=400)  | 82  |
| 4.3  | Descriptive Analysis for ETCG of Watching Movies on YouTube  | 84  |
| 4.4  | Descriptive Analysis for ETPG of Watching Movies on YouTube  | 86  |
| 4.5  | Descriptive Analysis for ETSG of Watching Movies on YouTube  | 88  |
| 4.6  | Descriptive Analysis for ETTG of Watching Movies on YouTube  | 90  |
| 4.7  | Descriptive Analysis Conclusion for ETCG, ETPG, ETSG, ETTG of Watching Movies on YouTube                           | 91  |
| 4.8  | Descriptive Analysis for GAT of Watching Movies on YouTube   | 92  |
| 4.9  | Descriptive Analysis for CI to Watch Movies on YouTube   | 92  |
| 4.10 | CFA Report for Every Construct in The Model  | 94  |
| 4.11 | Fit Indices for New Measurement Model  | 96  |
| 4.12 | Discriminant Validity Values   | 98  |
| 4.13 | The Regression Path Coefficient and its significance based on p-value (ETCG and GAT of watching movies on YouTube) | 99  |
| 4.14 | The Regression Path Coefficient and its significance based on p-value (ETPG and GAT of watching movies on YouTube) | 100 |
| 4.15 | The Regression Path Coefficient and its significance based on p-value (ETSG and GAT of watching movies on YouTube) | 101 |
| 4.16 | The Regression Path Coefficient and its significance based on p-value (ETTG and GAT of watching movies on YouTube) | 101 |
| 4.17 | The Regression Path Coefficient and its significance based on p-value (GAT and CI to Watch Movies on YouTube)      | 102 |
| 4.18 | Mediating Roles of GAT Between ETCG and CI to Watch Movies on YouTube  | 105 |
| 4.19 | Mediating Roles of GAT Between ETPG and CI to Watch Movies on YouTube  | 106 |
| 4.20 | Mediating Roles of GAT Between ETTG and CI to Watch Movies on YouTube  | 107 |
| 4.21 | Mediating Roles of GAT Between ETSG and CI to Watch Movies on YouTube  | 109 |
| 4.22 | Hypothesis Statement for Every Path and The Decision   | 112 |



## LIST OF FIGURES

| Figure |  | Page |
|--------|--|------|
| 2.1    | Digital Infrastructure Targets and Achievements in Malaysia (2011-2015)    | 24   |
| 2.2    | Expectation Disconfirmation Theory (EDT) by Viswanath Venkatesh            | 33   |
| 2.3    | Research Framework of Study  | 47   |
| 3.1    | Fit Indices Value for Expectations Towards Content Gratification (ETCG)    | 72   |
| 3.2    | Fit Indices Value for Expectations Towards Process Gratification (ETPG)    | 73   |
| 3.3    | Fit Indices Value for Expectations Towards Social Gratification (ETSG)     | 74   |
| 3.4    | Fit Indices Value for Expectations Towards Technology Gratification (ETTG) | 75   |
| 3.5    | Fit Indices Value for Gratification  | 76   |
| 3.6    | Fit Indices Value for Continuance Intention                                | 77   |
| 4.1    | Result of Structural Modelling Analysis                                    | 96   |
| 4.2    | A Three-Variable Nonrecursive Causal Model by Baron and Kenny (1986)       | 103  |
| 4.3    | Summary of Research Framework  | 112  |



# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

This chapter introduces the subject matter and problem(s) being studied, and indicates its importance and validity. It sets out the hypotheses to be tested and research objectives to be attained. It will be followed by significance, limitations and operational definitions of variables used in this study.

### 1.2 Background of The Study

The evolution of the Internet has been remarkable. There are now more than 3 billion Internet users all around the world. That would be some 40% of the world's population. Web 2.0 can represent this evolution. It is the second stage of development of the World Wide Web. It offers an Internet evolution from static web pages to dynamic or user-generated content (UGC) and the growth of social media. Web 2.0 can be characterized by openness, participation, and distribution is bringing about extraordinary changes in the way users intermingle with the Internet. Web 2.0 allows users to construct and let somebody in on their own content, rather than simply utilizing the content generated by digital media companies (Curran, Fenton and Freedman, 2016; Griffiths, Kuss, Billieux and Pontes, 2016; Papathanassis and Knolle, 2011; Lai and Turban, 2008; Hendler, Shadbolt, Hall, Berners-Lee and Weitzner, 2008). The trustworthiness and association gave by Web 2.0 has prompted to a rushed increment in the creation of UGC locales, aside from a comparing increment in clients' cooperation and allocation of suitable applications (Kshetri, 2017; Valcke and Lenaerts, 2010; Karahasanović, Brandtæg, Heim, Lüders, Vermeir, Pierson and Jans, 2009). UGC content is encompassed of text, audio, cinematographic, and phantasmagorias (Kim and Ko, 2010; Valcke and Lenaerts, 2010). For example, UGC images are produced or modulated by users on UGC sites such as Ofoto and Flickr. UGC videos may be swapped over video distribution platforms such as YouTube, AOL Uncut; and Google Video (Herrero, Á and San Martín, 2017; Momeni, Cardie and Diakopoulos, 2016; Kim and Ko, 2010, Lai and Turban, 2008). On YouTube, millions of users can view videos produced by other millions of users. Users are able to curate and circulate their own multimedia substance. They can also share it with one another, or setup network with to publish content. This will thereby be adding worth to existing content on the UGC site (Kostera, 2016; Hargittai and Walejko, 2008).

UGC sites began to gain popularity and acceptance by permitting its users to distribute their contents (text, audio, video, and images) to other users. Other sharing sites were social networking sites (e.g. Facebook), blogs (e.g. Blogger.com, Wordpress), and other online media platform (Chari, Christodoulides, Presi,

Wenhold and Casaletto, 2016; Kim and Johnson, 2016; Bernoff and Li, 2008; Lai and Turban, 2008). The extensive insertion of video competence in digital cameras and mobile phones has led to swift increasing consumption and demands of online videos (Jang and Lee, 2016; Kim and Ko, 2010; Ryu, Kim and Lee, 2009; Bernoff and Li, 2008). Basically, UGC sites has transformed the basis of communication according to the responsiveness, which it has got as a universal network, and led to modification in media ecosystem itself with manifestation as a new player in media ecosystem (Ma, 2017; Hargittai and Jennrich, 2016; Cheung, Luo, Sia and Chen, 2009). Likewise, media researches have engrossed on stimuli on use patterns of the traditional media according to the form of new media in the media ecosystem. The overview of these new channels in the arcade needs to be studied (Hatcher and Thayer, 2016; Zhao, Lampe and Ellison, 2016).

Videos have arisen a long way since the analog times of 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 is one of the main providers to many national incomes of various countries. Research attentions in the local movie industry also have increased in recent years as it has appeared as a new vibrant industry in world trade (Ismail, Sumarjan, Khan and Hanafiah, 2017; Ng, 2017; Herwina and Zarith, 2012). "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 chapters. While Hasrul and Jamaluddin (2014) stated that the local movie industry's swift expansion is often translated into income, the 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. The size of the Malaysian film industry is actually little if compared to other sectors of the economy.

Some past researches celebrated two major categories of media gratifications, which were content gratifications and process gratifications (Gallego, Bueno and Noyes, 2016; Li, 2016; Song and Zinkhan, 2008; Stafford and Stafford, 2004). Later, many researchers (Pavlik and McIntosh, 2011; Bauerlein, 2010; Lefkow, 2010; Jansen, Zhang, Sobel, and Chowdury, 2009) begun studying user's content gratifications and process gratifications with UGC sites. Stafford et al. (2004) stated that most Internet research of UGC used Users and Gratification Theory (UGT) linked consumer drive for using certain Internet platforms: process gratifications, and content gratifications. However, according to Phua, Jin and Kim (2017) and Valcke and Lenaerts (2010), social gratification also stems from the use of UGC online platform. Boyd and Ellison (2008) specified that UGC offered a chance for users to articulate and make obvious with their social connections. Other studies (Jain, Arora, BE and Chauhan, 2016; Turkle, 2011; Jin and Pena, 2010; Baym, 2010; Baron, 2010; Brody, Mooney, Westerman, and McDonald, 2009; Walsh, White and Young, 2008) homogeneously categorized people's gratification towards the use of modern communications

technology as technology gratifications.

Gratifications obtained from the use of UGC sites have always had significant relationships to continuance intention of use. Information System (IS) Continuance Model by Bhattacharjee (2001) claimed that technology gratifications have a significant relationship to users' intention to continue using UGC sites such as Facebook, Twitter, Instagram and YouTube (Dağhan and Akkoyunlu, 2016; Guo, Liu and Liu, 2016; Cheung et al., 2009; Lin, Wu, and Tsai, 2005). Meanwhile, others found that technology gratification and content gratifications are the two key categories of gratifications that has a significant relationship to continuance intention to use the UGC sites (Liu, Cheung and Lee, 2010). 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. Various studies have found continuance intention use of the medium as a result of the gratification of UGC sites usages (Cho and Lee, 2017; Lee and Kim, 2017; Ifinedo, 2016; Ellison, 2007; Valkenburg, Peter, and Schouten, 2006). Böhlinger (2009) conducted a study on continuance usage intention in one UGC sites, which is Twitter. The study found that user intention to continue using the UGC sites was caused by perceived usefulness, gratification and habit.

However, some researchers, for example Chan, Cheung, Shi, Lee and Lee (2017); Chaouali (2016); Bhattacharjee and Premkumar (2004); Spreng and Page (2003); and Oliver (1980) has proposed the role of expectations to be studied in the earlier part of the gratification and continuance intention process. This is on the ground that; consumers will logically form pre-perceptions in regards to how a site will perform and this creates a contrast between initial expectations and the actual performance of that particular Internet platform. The Expectation Disconfirmation Theory (EDT) best represents this situation. This theory allows researchers to assess satisfaction and continuance intention through the dimension of expectations and perceived performance levels of users (Abdinnour and Chaparro, 2017; Lin and Lekhawipat, 2016; Tsai, Chang and Tsai, 2016; Paechter, Maier and Macher, 2010; Oliver, Oliver and Swan, 1989; 1980;). Studies such as Tri-Agif, Noorhidawati and Ghazal (2017) and Lin and Lekhawipat (2016) argued when the use of a particular site surpasses the expected expectations initially set by the user, this leads to the recurrent use of the medium (continuance intention). This can also ultimately predict consumption habits behaviour. If a UGC site does not fulfil the sought-after gratifications, there is a high chance that users will stop using or will resort to other platforms. Thus, it is vital also to study the roles of expectations when dealing with a UGC platform. Not to forget, UGT has received some critics worth to be considered. These critics were mainly because UGT disallows active participation by users. Individuals said to not have an active role in programme setup, preparation and creating content. This leaves the idea of humans' expectations along the process of curating a UGC platform and was also claimed to propose oversimplification of relationships to

continuance intention. UGC also did not systematically consider the roles of motives underlying media use by users, as claimed by Sheldon (2008).

Rodrigue, Soule, Fanguy and Kleen (2016); and Hilderbrand (2007) claimed that quick viewing mechanism makes skimming videos easy and YouTube has fulfilled the technological expectations of users that look forward to view contents on the UGC sites. Schwartz (2004) stated that entertainment content is also one example of expectation that led towards content gratification from the use of UGC sites as it permits users to have options. Users are able to select from a range of choices. They can watch or read selections at any of their convenience. Wendling, Radisch and Jacobzone (2013) found that users of UGC medium valued their ability to alter the process of disseminating information. The uniqueness of UGC sites is not in their capacity to permit individual to experience untouchables however to some degree their capacity to let clients to expect comes about. These empower clients to shape and make their social network platforms more affable and obvious to others. UGC sites such as Facebook and Twitter has progressively portrayed as one of the fundamental information sources to web consumers. It was also portrayed as bringing gratifying impact on activities from electronic commerce to movie trailer promotions (Johnston, Vollans and Greene, 2016; Forman, Ghose, and Wiesenfeld, 2008).

The variety of findings stated above verifies that studies of UGC sites were not uncommon. Thus, it makes this doctoral study worth doing as studies of relationships between gratifications of using YouTube to watch movies; and the continuance intention to use YouTube for movie watching experience has not yet been conducted. It is vital to study the possibility and potential of consumers' intent to continue using UGC, particularly YouTube to watch movies as it further validates indications that a UGC platform is able to gratify its users (Chen, 2017; Cho and Lee, 2017). With such findings, Google will be able to revise and define strategies to increase user gratifications that were proven to eventually lead to an increase in the intention to continue using YouTube for movie watching experience, as suggested by Basak and Calisir (2015). If the result was the opposite, that users are not keen to continue using YouTube to watch movies, Google may establish some personalized incentive mechanisms. This to cater users' different needs in different phases. This is also to facilitate the setup and deployment of the resources within the site, as suggested by Cunningham, Craig and Silver (2016); and Vassileva (2012). It also vital to see the potential of YouTube to spearheaded the at-home movie watching activities in this country. According to Greenberg (2017), Netflix too has toyed with this concept. The movie watching medium has released of *Beasts of No Nation* in theatres and on-demand on the same day and was well received.

### 1.3 Transitions from Traditional Viewing to Online Viewing of Movies

Feature film productions worldwide are experiencing fundamental change. Factors such as new technologies in production, distribution and exhibition are inciting vital rethinking of the movie business. Emerging, tech-savvy filmmakers are now given these opportunities as the availability of digital distribution and strong growth in niche movie markets. However, digitalization may have wider consequences for other digital goods industries. For example, other media forms such as digital music, online reading materials, and e-books will likely meet the same challenges soon, but might involved a significant amendment in reputable business models (Oh, Roumani, Nwankpa and Hu, 2017; Baker, 2016). According to Zhu and Zhou (2016) and Poole and Le-Phat Ho (2011, March 10) digital production and online distribution allow creative practitioners to by-pass traditional gatekeepers (physical cinema, recording companies, magazine publishers, bookstores, video rental stores, etc.) by placing work online directly. YouTube users all over the world have been repeatedly uploading thousands of movies on the channel. Each day, 11,500 hours of new video is being uploaded to YouTube. Every sixty seconds, more than eight hours of new video content also being uploaded to the site.

According to Wamser, Casas, Seufert, Moldovan, Tran-Gia and Hossfeld (2016), Internet Service Providers (ISPs) were actively including YouTube in considerations of network optimization and operations as YouTube is one of the most popular and volume-dominant services in today's Internet. Thus, the reason for the device was chosen as the main platform for this study was because it is the most used medium to deliver videos to Internet users, as compared to other sites such as dailymotion, Vimeo or Vidyard. Furthermore, YouTube could also be accessed from a wide range of devices (Finamore, Mellia, Munafò, Torres and Rao, 2011). Created in 2005 and bought by Google in November 2006, YouTube is the most popular and stable bandwidth intensive service of today's Internet. It accounts for 20-35% of the Internet traffic (Maier, Schneider and Feldmann, 2010).

YouTube also compliments motion pictures well as is it offers video publishing at different bit rates, and more precisely, in different resolutions. This has therefore contributed to the popularity of YouTube as one of the most popular and volume-dominant services in today's Internet. It was also known that network operators are forced to consider it in the design, deployment, and optimization of their networks. YouTube has also adapted itself to the way people accessed the Internet due to the exploding popularity of mobile devices. YouTube is currently the main contributor to world's mobile traffic with the active use of smartphones and Internet tablets (Wamser et al., 2016).

Gardner and Lehnert (2016) and Protalinski (2013) said these phenomena were made able due Multi-Channel Networks (MCNs) services offered by the UGC mogul. MCN was used to manage its huge database of content. It serves its purpose by performing as a negotiator. This negotiation happened between the amateur users



endemic to the platform and the advertisers. Such relationships form the core of its revenue-generating potential. This means, there will always be new movies uploaded everyday, as the uploaders will get paid for every visits from YouTube users. Even if copyright infringement were reported, YouTube users may still upload movies using new accounts and the MCN services will still be able to support the storage.

Furthermore, the MCNs are in line with YouTube's fresh push toward becoming a channel-focused goal. MCNs are entities that affiliate with multiple YouTube channels, often to offer assistance in areas such as product, programming, subsidizing, cross-advancement, accomplice administration, computerized rights administration, adaptation/deals or potentially gathering of people improvement. These organizations are not subsidiary with or supported by YouTube or Google. MCN allows Google to select, construct and secure highly fragmented users and content, such as movies. This also supports YouTube's financial goals, predominantly with regard to the obtaining of advertising income. MCNs allows allot relationship between management of advertisers and content creators to a third party. This an essential step from YouTube's own Partner Program (Protalinski, 2013).

YouTube's use has more than doubled over 2012. Users aged between 13-35-year-old have paid over half a billion dollars on investments and acquisitions of MCNs with operations on the platform (Vonderau, 2016; Knoll, Maude, Enders, 2013). Google have spent \$35 million of its own resources into the MCN Machinima in 2012. The company described it as "the next cohort of video entertainment for gamers" (Knoll, 2013; Forbes, 2012). Google was hoping that Machinima will serve as an exemplary for other MCNs in the future. Machinima is allegedly attracting possible associates for another \$80 million round of extra financing. This is to support its global growth and the expansion of original programming for a specific purpose. For instance, to build premium subscription service. Machinima itself is a thought-provoking example because of its modest roots as a video sharing community that thrived even before the YouTube platform came to fame.

The word 'machinima' is a combination of the words 'machine' and 'cinema'. It is used to define the practice of creating animated videos. Using a videogame's real-time graphics machine did this. Machinima, Inc., now has 2.2 billion views per month and 7,500 partners worldwide made category grew into the company. The trail from community space to worldwide business and the hindrances encountered have paralleled the evolution of the YouTube platform. Therefore, a critical analysis of Machinima's contribution to YouTube and its goals and achievements can help expose the processes by which users become amateur producers of content making activity. The aim of Machinima is for these amateur producers to join the ranks of professionals in the online media industry. Such action can be referred to as 'participatory culture'. This represented YouTube's potential to allow vaster audience engagement, plus participation in the system of production and distribution of movies. By studying Machinima as a specific site of participatory culture, users will be able to establish future relationships with its online movie watching audience

(Scacchi, 2016).

Uploaders are now given Content ID where they can now work on mutual agreements with the creator of the video (copyright holder). If there are no disputes (claims of copyright of video), the money generated from the video will go to directly to the uploaders, but if there are disputes, the money will go to both copyright holder and uploader. Protalinski (2013) claimed that YouTube users all over the world have been repeatedly uploading thousands of movies on the channel due to Multi-Channel Networks (MCNs) services offered by the UGC mogul. MCN is a way for YouTube to administer its huge database of content by performing as a negotiator between the amateur users endemic to the platform and the advertisers that form the core of its revenue-generating potential. This means, there will always be new movies uploaded everyday, as the uploaders will get paid for every visits from YouTube users. Even if copyright infringement were reported, YouTube users may still upload movies using new accounts and the MCN services will still be able to support the storage.

The interests towards the opportunities offered by UGC sites was claimed to be the reason that contributed to moviegoers not going to cinemas anymore. Unesco Institute for Statistics (2013) reported that the ticket sales, the number of movies produced and released has decreased because of the multiple UGC viewing platforms, that cannot be matched by the captive nature of being in cinema (Plan to set Nu Metro on path to profit, 2014). Digitisation of content on YouTube, which facilitates ease of use among moviegoers also contributed the increase of people's view on YouTube (Plunket Research, 2014). Elder (2016) also states that the Internet was the reason for poor movie ticket sales. This was due to the fact that recently the number of Americans showing up to theatres had decreased from 32% to 28% due to cannibalization of content. Simply put, movies nowadays can easily be found online. Thus, it is not a surprise that movie production is increasingly leaning towards making movies available in digital format, rather than in the traditional analog print film (MPAA, 2014). This technological innovation allows for a superior cinema-going experience and enables shorter distribution times between production and consumption in various markets (Unesco Institute for Statistics, 2013).

#### **1.4 Problem Statement**

Elder (2016) mentioned that a vast majority of the 29 movies widely released across America in 2016 were disappointed in ticket sales. This was not a shock as almost all of the major film studios were reduced to negative profits in second quarter of 2016. This includes giant production companies such as Warner Bros., Sony, 20th Century Fox, Universal, and Paramount. Various movies recently released in Malaysia were also disappointed in ticket sales, for instance collection for all local feature films in 2014 was RM74 million, a huge decrease from 2015 (RM52 million). Collection of all local feature films as of October 2017 is at only RM34 million. However, data shows a steady increase in the number of users watching movies on YouTube

recorded among Malaysians. 5.14% out of 28,552,712 citizens of Malaysia used YouTube for various purposes in 2011 (Mustaffa, Ibrahim, Mahmud, Ahmad, Kee, and Mahbob, 2011). A sum of 80% of Internet clients in Malaysia stream online video content every month; with 51% have active YouTube profiles (Simon, 2012). A total of 55% of the 1,000 Malaysians preferred YouTube compared to TV platforms and 65% of their video-watching time on their mobile phones (Malaysians Watch More YouTube Than TV, Research Finds, 2016). These statistics showed the the readiness of YouTube to act as a substitute for physical cinema in regards to movie watching experience.

This phenomenon was also supported by the study from Baek, Oh, Yang and Ahn (2014) who found significant effect provided by YouTube to the downfall of the cinema business, worldwide. This happened due to actively distributed information of movies on YouTube using the URL push mode through other UGC platforms, such as Twitter and Facebook (awareness effect). Various studies on UGC sites have also proposed the roles of expectations to be inserted as a part of a usage process because; consumers must form pre-usage perceptions about performance and a contrast between initial expectations and the real performances. Studies have also identified the relationships between gratification from the use of UGC sites with continuance intention to use the sites. Thus, this study focuses on YouTube and aims to determine if YouTube has the potential to substitute physical cinema as the new movie watching-platform among moviegoers in Malaysia. Specifically, this study revolves around identifying the relationships between moviegoer's expectation towards watching movies on YouTube, their gratification of watching movies on YouTube and their continuance intention to watch movies on YouTube. These identifications will contribute to literatures on the swift pace of revolution in digital content technologies, especially in media vehicles and entertainment channels for movies as stated in Pricewaterhousecoopers (2009).

Becker (2002) indicated that patterns of watching movies 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. Thus, by combining Uses and Gratification Theory (UGT) and Expectation Disconfirmation Theory (EDT), this study embarks on a journey to determine whether there are relationships between expectation towards content gratification (ETCG), expectation towards process gratification (ETPG), expectation towards technology gratification (ETTG), expectation towards social gratification (ETSG) provided by YouTube for movie watching experience; with gratification of using YouTube to watch movies. This study also aims to determine whether gratification mediate the relationships between ETCG, ETPG, ETTG, ETSG with gratification of using YouTube to watch movies among users in Malaysia. Besides that, this study also intends to verify Dawson (2007) claims that various media will eventually altered the condition for watching movies and giving multi-layered experiences. This includes active controlling media devices or modifying contents to the media users via UGC sites such as YouTube. This is the gap in the expectations, gratifications and intent to continue usage of movie watching medium spectrum.



Findings from this study will be able to guide movie content providers in Malaysia to work hand in hand with Google to create a better environment for movies industry in Malaysia. Subsequently, the findings will still subsequently shed some light towards YouTube as a new platform for movie watching experience in the country. To date, there has been limited discussion of viable digital business and economic models for movie producers, and the strategies and characteristics of next generation filmmakers driving the next wave of filmmaking digital innovation. Such researches are imperative as Cunningham et al. (2016) stated that YouTube has entered into 'partnership arrangements' with their content creators. These are based on a fragmented of advertising revenue from first dollar. This approach has proven successful. In the 8 years since the partner strategy propelled, YouTube has safeguarded over one million YouTube partners worldwide. To date, there has been limited academic proof of viable digital business and economic models for movie producers in this country. This is vital as a set of comprehensive strategies for digital movie distribution will pave ways for next-generation filmmakers to participate in digital innovation in Malaysia.

### **1.5 Research Questions**

1. What is the relationship between expectation towards content gratification (ETCG) provided by YouTube for movie watching experience with gratification (GAT) of watching movies on YouTube?
2. What is the relationship between expectation towards process gratification (ETPG) provided by YouTube for movie watching experience with gratification (GAT) of watching movies on YouTube?
3. What is the relationship between expectation towards technology gratification (ETTG) provided by YouTube for movie watching experience with gratification (GAT) of watching movies on YouTube?
4. What is the relationship between expectation towards social gratification (ETSG) provided by YouTube for movie watching experience with gratification (GAT) of watching movies on YouTube?
5. What is the relationship between gratification (GAT) of using YouTube to watch movies and continuance intention (CI) to watch movies on YouTube?
6. What is the role of gratification (GAT) in terms of the relationships between ETCG, ETPG, ETTG, ETSG with continuance intention (CI) to watch movies on YouTube?
7. What is the potential of YouTube in terms of substituting physical cinema as the new movie-watching platform among moviegoers in Malaysia?

### **1.6 Research Objectives**

1. To determine the relationship between expectation towards content gratification (ETCG) provided by YouTube for movie watching experience with gratification (GAT) of watching movies on YouTube.
2. To determine the relationship between expectation towards process gratification

- (ETPG) provided by YouTube for movie watching experience with gratification (GAT) of watching movies on YouTube.
3. To determine the relationship between expectation towards technology gratification (ETTG) provided by YouTube for movie watching experience with gratification (GAT) of watching movies on YouTube.
  4. To determine the relationship between expectation towards social gratification (ETSG) provided by YouTube for movie watching experience with gratification (GAT) of watching movies on YouTube.
  5. To determine the relationship between gratification (GAT) of using YouTube to watch movies and continuance intention (CI) to watch movies on YouTube.
  6. To determine the role of gratification (GAT) in terms of the relationships between ETCG, ETPG, ETTG, ETSG with continuance intention (CI) to watch movies on YouTube.
  7. To determine the potential of YouTube to substitute physical cinema as the new movie-watching platform among moviegoers in Malaysia.

### **1.7 Significance of the study**

This research seeks to contribute to existing theories by extending and testing constructs mainly used to test UGC medium. In this particular study, the UGC sites that was tested is YouTube. First, this research will present the understanding of UGC sites practices by adding different insights to the possible determinants and consequences towards movie watching on YouTube. Among the key factor of YouTube having the potential to grow are 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. As an online community of people, YouTube could be used in movie or television Internet marketing in Malaysia. The findings of this study will offer great prospective for local movie and television producers, directors, distributors, networks, Public Relations (PR) teams and Internet marketers for online communication, collaboration and association building with investors, internal teams, and targeted viewers in comprehending the potential and/or threat of the UGC sites towards the growth of movie industry.

Secondly, this research intends to add in the literature scope of YouTube usages by testing whether there are relationships between expectation towards content, gratification; with gratification of watching movies on YouTube; and whether gratification from watching movies on YouTube can mediate their continuance intention. Findings will be able to predict and yield any financial or social benefit to continuance intention towards movie watching on YouTube. In addition, this study will look at the theories' applicability. Finally, by reassessing the significant/insignificant of individual relationships found in this study, this study will supply a new understanding to existing knowledge of gratification and continuance intention to use the UGC online platform. Testing the gratification elements using UGT and their expectation using EDT, in a non-western country, in this case Malaysia, could offer additional insight into the extant literature from the

non-western context of UGC sites usages. Furthermore, YouTube now has introduced YouTube Live, a live video streaming system that allow anybody to broadcast a video stream over the Internet (Pires and Simon, 2015, March). Using YouTube Live, local movie and television developers and promoters will be able to expect, anticipate and come up with new ways to reach their targeted audiences in domains of identified expectations, gratification and intent to continue using YouTube to watch movies. Findings from this study will also help content developer and movie production companies to decide whether YouTube are suitable in:

- Building conversations about movies or television season or individual episodes, as suggested by Song and Zinkhan (2008).
- Posting press releases about upcoming movies, as suggested by Jansen et al. (2009).
- Providing insight and commentary in real time about upcoming movies (e.g on location during shooting), as suggested by Lefkow (2010).
- Opening dialogue between promoter and promotion participant's upcoming movie and television website traffic generation promoting events such as movie premiers, as suggested by Bauerlein (2010).
- Promote special contests, sneak previews of upcoming movies, as suggested by Pavlik and McIntosh (2011).
- Facilitate in collaborative video production experience of upcoming movies, as suggested by Pavlik and McIntosh (2011).

### **1.8 Limitations of the study**

There are several limitations expected when this study will be conducted, which limits the effort of acquiring and gathering for the required data. The limitations are as listed below:

#### **1. The scope of the study**

- a. This study will only focus on YouTube users who have watched movies on the UGC, thus findings should not be generalized for the Malaysian population of movie consumers. There was no specification on the genre of the movies and types of movies experiences by the respondents. Since there was rules and regulations stipulated under the Film Censorship Act, therefore local movies were allowed to be marketed and movies from any other countries were also free to enter the Malaysian market. Thus, allowing the local moviegoers to be readily exposed to the trend of being offered various kinds of movie genres in the cinema. Malaysia does not limit the import of foreign products. Foreign films are free to enter the local market under minimal requirements: (i) it has to pass through the Malaysian Film Censorship Board, which is the government authority that is responsible for granting licenses to the film for public viewing, and (ii) to provide subtitles in the Malay language. This has led to a variety of movies

being distributed in Malaysia (Rosnan and Abdul, 2012). For instance, in 2017, 9 local action movies (Spy In Love, J Revolusi, Kanang “The Iban Warrior”, Sindiket, Balun, Vettai Karuppar Ayya, Mrs K, Malay Regiment; and Vasantha Villas), 6 local comedy movies (Love From Kampung, Money Money Home, I Am Lee Kah Seng, Goodbye Mr. Loser, Minah Moto; and Abang Long Fadil 2); and 4 local horror movies (Dorm Melati, Therapist, Hospital; and Lebuhraya Ke Neraka) were released. This study, however, involved respondents who are carefully selected and strained in other specific areas. Using Google Forms, URL links were only given to those who are 1) Currently residing in Malaysia, 2) Have used YouTube to watch movies, and 3) Have experience 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.

## 2. Data acquisition

- a. Respondents’ participation will be based on voluntary basis. They will be given a Google Forms link of the questionnaire, thus the environment, stress level, readiness and burnout may influence the respondents’ willingness to respond to the questionnaire.

## 3. Variables

- a. The most superficial limitation of the study is its cross-sectional design. Thus, relationships among variables must be elucidated with care. This is especially imperative for a subject like movie watching behaviour that is not stagnant but is a developmental progression that changes over time.

## 4. Methodology

- a. The present study has depended on largely on quantitative methodology of data collection. It is therefore restraining. Therefore, more of qualitative methodology of data collection ought to be embraced in future. This is to give broad edge to the present study. For instance, the research design can utilize content analysis or case study methodology to give an adjusted picture to the given matter.

## **1.9 Definition of Variables**

### **1.9.1 Gratification**

Gratification is the focal construct of this study. Referring to the information system continuance model (Bhattacharjee, 2001), gratifications in this study carries the meaning of a source of satisfaction and gratifications is grounded in the idea that users have evident reasons for choosing media and purposely choose a certain message source that best fits their own personal needs, using different types of UGC medium.

### **1.9.2 Content Gratification**

Content gratification is the persistent use of a media platform. Content gratification in this study focuses of YouTube only and resides in content of the information transmitted through the channel.

Content gratification in this study is a follow-on from the consumption of facilitated communications for their straight, substantive intrinsic worth for the receiver, pending content differ from what is now available, as proposed by Peters, Amato and Hollenbeck (2007). Content gratification derived based on the information, transmitted through the content of the media.

### **1.9.3 Process Gratification**

Process gratification in this study refers to the actual experience of using the media. Process gratification means user receives gratification mainly from being involved in the process of using the medium, rather than from message content. Users will achieve process gratification when they are much akin to be playing with the technology for fun, discovering the tools provided by the medium; or surfing the medium for discovery (Peters et al., 2007). Process gratification is derived from the use of mediated messages for extrinsic values. In YouTube, it could be covered in three constructs: entertainment, passing time, and self-expression.

### **1.9.4 Technology Gratification**

Venkatesh et al. (2003) established that enabling conditions, which refer to perceptions of environmental factors that upkeep the use of a system, become a treasured concept. Yet, the prospective uses and associated technology gratifications ascending from consumer are important to study. Technology gratification in this study derived from the appropriate and suitable environment provided by a system. Technology gratification of YouTube lies on the practical benefit of the transportable and mechanical innovations of the video's applications. The production



and publication of videos are facilitated by the convenient of the YouTube applications itself.

#### **1.9.5 Social Gratification**

Social gratification in this study discusses the “social opportunity and interactivity” with other revelries through media. The interactivity is the degree that users can swap communication activities with each other in the media and because of the media. YouTube offers a social circle opportunity of keeping in contact with other users. It will be able to produce social gratification by satisfying the need of social interaction. A study indicated that UGC sites with a high degree of interactivity are more likely to gratify and maintain users. Therefore, it is sensible to believe that social gratification is a more pertinent component to acquire users’ gratification (Peters et al., 2007).

#### **1.9.6 Continuance Intention**

Continuance Intention (CI) was termed as an individual’s intent to continue using an Information System (in compare to personalize use or acceptance) as stated by Bhattacharjee (2001). In this study it is defined as one’s intention to continue using of a technology (YouTube). It can also initiate long-term usage of the medium. CI is the targeted consequences for this study.

#### **1.9.7 Expectation**

Scholars such as Bhattacharjee and Premkumar (2004); Spreng and Page (2003); Oliver (1980) has proposed the role of expectations to be considered to be a part of a usage process because; consumers must form pre-usage perceptions about performance and a contrast between initial expectations and the real performances. Expectations in this study are represented by expectation (a specific variable; carrying the meaning that an expected value will happen with the usage of the technology (YouTube as in this study), as explained by Bhattacharjee and Premkumar (2004).

#### **1.9.8 Expectations Towards Gratifications of Using UGC Online Platform**

Expectations Towards Content Gratification (ETCG), Expectations Towards Process Gratification (ETPG), Expectations Towards Social Gratification (ETSG) and Expectations Towards Technology Gratification (ETTG) are the antecedents of this study. Expectations towards gratifications in this study will focuses on the exploration of expectations towards content, process, technology and social gratification as positively debated, suggested and proved by various studies (IRGC, 2012; Luo, Chea and Chen, 2011; Barker, 2009; Namkee Park, 2010; Namsu, Kee

and Valenzuela, 2009; Kim, LaRose, and Peng, 2009; Dye, 2007; Kayahara and Wellman, 2007; Boyd and Ellison, 2008; Mazalin and Moore, 2004; Shin and Ariely, 2004; Schwartz, 2004; Wellman, Haase, Witte and Hampton, 2001; Iyengar and Lepper, 2000; Kaye, 1998).

Expectation Towards Content Gratification (ETCG) relates to the expected value due to consumptions, participations and chain production of contents provided on YouTube (Heinonen, 2011). In this study, it relates primarily to the activities of movie watching using YouTube. If a user's perceived availability of the movie content provided on YouTube is greater than or the same as his pre-use expectation, he could be gratified with the content provided by YouTube for movie viewing. This user might continue using the channel for movie watching experience as his/her expectations were met.

Expectation Towards Process Gratification (ETPG) relates to the expected value due to instant actual experience of using YouTube for movie watching. According to Ritzer and Jurgenson (2010), UGC media including blog entries and comments, micro-blogs (e.g. Twitter), not forgetting, Wikipedia that has significant relationships to PG as it gave users real-time experience while using it (for instance, instant reply via tweets). A user will establish process gratification when the user convoluted in the usage process. For instance, a user will initially set expectations of the process of using YouTube to watch movies. After experiencing the process of using it, and the user is gratified with the process, there is a higher chance that he/she will continue to use it as his/her expectations were met.

Expectation Towards Social Gratification (ETSG) relates to the expected value due to usage and connection made with other YouTube users that have the same traits agreeing on visibility, self-documentation or expression, entertainment, media appeal; and convenience of using the UGC for movie watching (Heinonen, 2011). If a user's perceived readiness of the social circle opportunities provided by YouTube is greater than or the same as his pre-use expectation, he could be gratified with the offerings. This user might continue using the channel as a social networking platform with other movie fans in Malaysia as his/her expectations were met.

Expectation Towards Technology Gratification (ETTG) relates to the expected value due to the technology itself, offering greater control in their interpersonal interactions with the media. For instance, YouTube allows the user to cursorily move through videos by moving arrow buttons. This, according to Hilderbrand (2007), is one of the factors that tend to attract high user's gratification; and continuance intention to use UGC online platform. A user will achieve technology gratification when YouTube allows its users to control the aspects of movie watching experiences. If this technological control provided by YouTube is greater than or the same as his pre-use expectation, he could be gratified with the offerings and his expectations were met. This user might continue using the channel to watch movies.

### 1.10 Summary

This chapter has introduced the background and problem statement of the study, hypotheses and has stated the research objective of the study. It was followed by significance, limitations and definitions of variables used in this particular academic writing. This study aims to shed some light towards the potentiality of YouTube to serve as a new platform for movie watching experience in the country by testing whether there are relationships between expectation towards content, gratification; with gratification of using YouTube to watch movies; and whether gratification from the use of YouTube to watch movies can mediate continuance intention of using YouTube for movie watching experience.





## REFERENCES

- Abdinnour, S., & Chaparro, B. (2017). An integrated temporal model of belief and attitude change: an empirical test with the iPad. *Journal of the Association for Information Systems*, 18(2), 113.
- Alhabash, S., Park, H., Kononova, A., Chiang, Y. H., & Wise, K. (2012). Exploring the motivations of Facebook use in Taiwan. *Cyberpsychology, Behavior, and Social Networking*, 15(6), 304-311.
- Al-Debei, M. M., Al-Lozi, E., & Papazafeiropoulou, A. (2013). Why people keep coming back to Facebook: Explaining and predicting continuance participation from an extended theory of planned behaviour perspective. *Decision support systems*, 55(1), 43-54.
- Al-Maghrabi, T., Dennis, C., & Vaux Halliday, S. (2011). Antecedents of continuance intentions towards e-shopping: the case of Saudi Arabia. *Journal of Enterprise Information Management*, 24(1), 85-111.
- Andreassen, C. S., Pallesen, S., & Griffiths, M. D. (2017). The relationship between addictive use of social media, narcissism, and self-esteem: Findings from a large national survey. *Addictive Behaviors*, 64, 287-293.
- Arbuckle, J. L., & Wothke, W. (1995). *AMOS 4.0 user's guide*. Chicago: SPSS.
- Ary, D., Jacobs, C.J., Razavieh, A., & Sorenson C.K. (2009). *Introduction to research in education* (8th ed). Belmont: Wadsworth Publishing.
- Associated Press. (2006, October 10). Google buys YouTube for \$1.65 billion. *MSNBC U.S. Business*, Retrieved from <http://www.msnbc.msn.com/id/15196982/>
- Awang, Z. (2015). *SEM Made Simple: A Gentle Approach to Learning Structural Equation Modeling*. Selangor : MPWS Rich Publication Sdn. Bhd.
- Aziz, J., Hashim, H., & Ibrahim, F. (2004). *Malaysian Film Industry In Transformation: Challenges And Potential*. Retrieved from [http://www.ukm.my/jkom/journal/pdf\\_files/2014/V30\\_1\\_3.pdf](http://www.ukm.my/jkom/journal/pdf_files/2014/V30_1_3.pdf).
- Azman, H., Salman, A., Razak, N. A., Hussin, S., Hasim, M. S., & Sidin, S. M. (2015). Determining Critical Success Factors for ICT Readiness in a Digital Economy: A Study from User Perspective. *Advanced Science Letters*, 21(5), 1367-1369.
- Broadband (2016, October 25). *UniFi to double speed at same price starting Jan 1*.

Retrieved October 27, 2016, from  
<http://www.nst.com.my/news/2016/10/183151/unifi-double-speed-same-price-starting-jan-1>

Babin, B. J., & Harris, E. G. (2014). *CB5*. Ohio: South-Western.

Baek, H., Oh, S., Yang, H. D., & Ahn, J. (2014). Chronological Analysis of the Electronic Word-of-Mouth effect of Four Social Media channels on Movie Sales: Comparing Twitter, Yahoo! Movies, YouTube, and Blogs. In *PACIS* (p. 65).

Baran and Davis (1995). *Mass communication theory: Foundations, ferment, and future*. Belmont, CA: Wadsworth.

Baaren, E., van de Wijngaert, L., & Huizer, E. (2008). 'I want my HDTV'? Underlying factors of perceived usefulness for high definition television. In *Changing Television Environments* (pp. 283-292). Springer Berlin Heidelberg.

Baker, K. (2016). *Social Media Marketing in the Film Industry: Using Social Media to Create a Successful Marketing Campaign for the Theatrical Release of a Film*. (Unpublished Doctoral Dissertation). San Luis Obispo, California Polytechnic State University.

Barker, V. (2009). Older adolescents' motivations for social network site use: The influence of gender, group identity, and collective self-esteem. *Cyberpsychology & behavior*, 12(2), 209-213.

Baron, N. S. (2010). *Always on: Language in an online and mobile world*. Oxford University Press.

Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.

Basak, E., & Calisir, F. (2015). An empirical study of factors affecting continuance intention of using Facebook. *Computers in Human Behavior*, 48(1), 181–189.

Bauer, C., & Scharl, A. (2000). Quantitive evaluation of Web site content and structure. *Internet research*, 10(1), 31-44.

Bauerlein, V. (2010), “Gatorade’s ‘mission’: sell more drinks”, *The Wall Street Journal*, 14, p. B6.

Baym, N. (2010). *Personal connections in the digital age*. Cambridge: Policy Press.

Beck, C. T., & Gable, R. K. (2001). Ensuring content validity: An illustration of the

- process. *Journal of nursing measurement*, 9(2), 201-215.
- Becker, H. S. (2002). Studying the new media. *Qualitative Sociology*, 25(3), 337-343.
- Beaulieu-Prévost, D. (2006). Confidence Intervals: From tests of statistical significance to confidence intervals, range hypotheses and substantial effects. *Tutorials in Quantitative Methods for Psychology*, 2, 11-19.
- Belanche, D., Casaló, L. V., & Guinalíu, M. (2012). Website usability, consumer satisfaction and the intention to use a website: the moderating effect of perceived risk. *Journal of retailing and consumer services*, 19(1), 124-132.
- Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological bulletin*, 107(2), 238.
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological bulletin*, 88(3), 588.
- Bernoff, J., & Li, C. (2008). Harnessing the power of the oh-so-social web. *MIT Sloan management review*, 49(3), 36.
- Bhattacharjee, A. (2001). Understanding information systems continuance: an expectation-confirmation model. *MIS quarterly*, 351-370.
- Bhattacharjee, A. (2001a). An empirical analysis of the antecedents of electronic commerce service continuance. *Decision Support Systems*, 32(2), 201-214.
- Bhattacharjee, A. (2001b). Understanding information systems continuance. An expectation-confirmation model. *MIS Quarterly*, 25(3), 351-370.
- Bhattacharjee, A., & Premkumar, G. (2004). Understanding changes in belief and attitude toward information technology usage: a theoretical model and longitudinal test. *MIS quarterly*, 229-254.
- Błachnio, A., Przepiorka, A., & Rudnicka, P. (2016). Narcissism and self-esteem as predictors of dimensions of Facebook use. *Personality and Individual Differences*, 90, 296-301.
- Böhringer, M., Richter, A., & Koch, M. (2009). Awareness 2.0. *Information Wissenschaft & Praxis*, 60(4), 275-279.
- Bollen, K. A. (1989). A new incremental fit index for general structural equation models. *Sociological Methods & Research*, 17(3), 303-316.
- Bonett, D. G., & Wright, T. A. (2015). Cronbach's alpha reliability: Interval estimation, hypothesis testing, and sample size planning. *Journal of Organizational Behavior*, 36(1), 3-15.

- Boyd, D. M., & Ellison, N. B. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13, 210–230.
- Brian, M. (2016, November 7). *YouTube is now streaming HDR video*. Retrieved November 9, 2016, from <https://www.engadget.com/2016/11/07/youtube-hdr/>
- Brody, N., Mooney, C. M., Westerman, S. A., & McDonald, P. G. (2009). *Text messaging as a relational maintenance tool*. Presented at the Western States Communication Association, Mesa, AZ. Retrieved from <http://www.kycommunication.com/jenniferpdf1Brody.Pdf>
- Brody, R. (September, 2012 8). *The problem with the liberal cinema*. Retrieved from <http://www.newyorker.com/online/blogs/movies/2012/09/the-problem-with-the-liberal-cinema.html>
- Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit. *Sage focus editions*, 154, 136-136.
- Bumgarner, B. A. (2007). You have been poked: Exploring the uses and gratifications of Facebook among emerging adults. *First Monday*, 12(11).
- Byrne, B. M. (2013). *Structural equation modeling with AMOS: Basic concepts, applications, and programming*. New York: Routledge.
- Cain, M. K., Zhang, Z., & Yuan, K. H. (2016). Univariate and multivariate skewness and kurtosis for measuring nonnormality: Prevalence, influence and estimation. *Behavior Research Methods*, 1-20.
- Castells, M., Fernandez-Ardevol, M., Qiu, J. L., & Sey, A. (2009). *Mobile communication and society: A global perspective*. Cambridge, MA: MIT press.
- Chang, Y. P., & Zhu, D. H. (2012). The role of perceived social capital and flow experience in building users' continuance intention to social networking sites in China. *Computers in Human Behavior*, 28(3), 995–1001.
- Chan, T. K., Cheung, C. M., Shi, N., Lee, M. K., & Lee, Z. W. (2017). An Empirical Examination of Continuance Intention of Social Network Sites. *Pacific Asia Journal of the Association for Information Systems*, 8(4).
- Chaouali, W. (2016). Once a user, always a user: Enablers and inhibitors of continuance intention of mobile social networking sites. *Telematics and Informatics*, 33(4), 1022-1033.
- Chari, S., Christodoulides, G., Presi, C., Wenhold, J., & Casaletto, J. P. (2016).

Consumer Trust in User-Generated Brand Recommendations on Facebook. *Psychology & Marketing*, 33(12), 1071-1081.

- Carvalho, M. (2017, June 6). Najib: Over 4.2mil households to receive MYTV decoders. *TheStar Online*. Retrieved June 6, 2017, from <http://www.thestar.com.my/news/nation/2017/06/06/najib-over-4mil-households-to-receive-mytv-decoders/>
- Chen, C. W. (2017). Five-star or thumbs up? The influence of rating system types on users' perceptions of information quality, cognitive effort, enjoyment and continuance intention. *Internet Research*, 27(3).
- Chen, G. M. (2011). Tweet this: A uses and gratifications perspective on how active Twitter use gratifies a need to connect with others. *Computers in Human Behavior*, 27(2), 755-762.
- Chen, S. C., Chen, H. H., & Chen, M. F. (2009). Determinants of satisfaction and continuance intention towards self-service technologies. *Industrial Management & Data Systems*, 109(9), 1248-1263.
- Chen, S.-C., Yen, D. C., & Hwang, M. I. (2012). Factors influencing the continuance intention to the usage of Web 2.0: An empirical study. *Computers in Human Behavior*, 28(3), 933-941.
- Cheung, C. M. K., & Lee, M. K. O. (2009). Understanding the sustainability of a virtual community: Model development and empirical test. *Journal of Information Science*, 35(3), 279-298.
- Cheung, M.-Y., Luo, C., Sia, C.-L., & Chen, H. (2009). Credibility of Electronic Word-Of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations. *International Journal of Electronic Commerce*, 13(4), 9-39.
- Chiu, C. M., Hsu, M. H., Sun, S. Y., Lin, T. C., & Sun, P. C. (2005). Usability, quality, value and e-learning continuance decisions. *Computers & Education*, 45(4), 399-416.
- Chiu, C. M., Hsu, M. H., & Wang, E. T. (2006). Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories. *Decision support systems*, 42(3), 1872-1888.
- Chiu, C. M., & Wang, E. T. (2008). Understanding Web-based learning continuance intention: The role of subjective task value. *Information & Management*, 45(3), 194-201.
- Chiu, R., Doroudi, T. Haussler, and A. Khosla. (2007). *Netflix: Entering the video on demand industry through providing streaming movies*. Retrieved from <http://www.mcafee.cc/Courses/BEM106/Papers/2007/Netflix.pdf>

- Cho, J., & Lee, H. E. (2017). Contextualization of motivations determining the continuance intention to use smart devices among people with physical disabilities. *Telematics and Informatics*, 34(1), 338-350.
- Chong, C. W., Eng, S. L., Gwee, S. H., Ooi, Y. Y., & Wang, C. H. (2013). *A perception of employees on human resource practices towards organizational performance in hotel industry* (Unpublished Doctoral dissertation). UTAR, Malaysia.
- Chou, H. K., Lin, I. C., Woung, L. C., & Tsai, M. T. (2012). Engagement in e-learning opportunities: An empirical study on patient education using expectation confirmation theory. *Journal of medical systems*, 36(3), 1697-1706.
- Cunningham, S., Craig, D., & Silver, J. (2016). YouTube, multichannel networks and the accelerated evolution of the new screen ecology. *Convergence*, 22(4), 376-391.
- Curran, J., Fenton, N., & Freedman, D. (2016). *Misunderstanding the internet*. New York: Routledge.
- Cutler, N. E., & Danowski, J. A. (1980). Process Gratification in Aging Cohorts. *Journalism Quarterly*, 57(2), 269-76.
- Davis, D. (2000). *Business Research for Decision Making*, 5<sup>th</sup> edition. USA: Duxbury.
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). Extrinsic and intrinsic motivation to use computers in the workplace. *Journal of applied social psychology*, 22(14), 1111-1132.
- Davis, L. L. (1992). Instrument review: Getting the most from a panel of experts. *Applied nursing research*, 5(4), 194-197.
- Dawson, M. (2007). Little players, big shows format, narration, and style on television's new smaller screens. *Convergence: The International Journal of Research into New Media Technologies*, 13(3), 231-250.
- Dağhan, G., & Akkoyunlu, B. (2016). Modeling the continuance usage intention of online learning environments. *Computers in Human Behavior*, 60, 198-211.
- De Vaus, D. (2013). *Surveys in social research*. London: Routledge.
- Deci, E. L., & Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior*. New York: Plenum.
- Deng, L., Turner, D. E., Gehling, R., & Prince, B. (2010). User experience,



satisfaction, and continual usage intention of IT. *European Journal of Information Systems*, 19(1), 60-75.

Delgado-Rico, E., Carretero-Dios, H., & Ruch, W. (2012). Content validity evidences in test development: An applied perspective. *International journal of clinical and health psychology*, 12(3), 449.

Dent, S. (2016, September 14). *YouTube becomes more social with the Community tab*. Retrieved November 1, 2016, from [https://www.engadget.com/2016/09/14/youtube-becomes-more-social-with-the-community-tab/?sr\\_source=Twitter](https://www.engadget.com/2016/09/14/youtube-becomes-more-social-with-the-community-tab/?sr_source=Twitter)

Deveza, E. S., Hernandez, C. D. S., & Villafuerte, P. E. G. M. (2016). Is All Well?: Relationship of Media Consumption of Filipino Out of School Youth with their Subjective Wellbeing. *Asia Pacific Journal of Multidisciplinary Research*, 4(4).

DeVellis, R.F. (1991). *Scale Development: Theory and Application - Applied Social Research Methods Series*. London: Sage Publications.

Dhir, A., Chen, S., & Nieminen, M. (2015). Predicting adolescent Internet addiction: The roles of demographics, technology accessibility, unwillingness to communicate and sought Internet gratifications. *Computers in Human Behavior*, 51, 24-33.

Diddi, A., & LaRose, R. (2006). Getting hooked on news: Uses and gratifications and the formation of news habits among college students in an Internet environment. *Journal of Broadcasting & Electronic Media*, 50(2), 193-210.

Digital Malaysia Progress Report (2012). *National Digital Economy Initiative*. Retrieved from <http://www.digitalmalaysia.my/wp-content/uploads/2013/08/FA-AnnualReport-22082013-BI.pdf>

Dillman, D.A. (1999). *Mail and Internet Surveys: The Tailored Design Method* (2nd edn). New York: Wiley.

Dillman, D. A. (2000). *Mail and internet surveys: The tailored design method*, 2, New York: Wiley.

Donath, J., & Boyd, D. (2004). Public displays of connection. *bt technology Journal*, 22(4), 71-82.

Driving ICT in the Knowledge Economy. (2015). Retrieved December 30, 2015, from <http://rmk11.epu.gov.my/pdf/strategy-paper/Strategy Paper 15.pdf>

Duggan, M., & Smith, A. (2013). *Social media update 2013* (Report). Retrieved

from Pew Research Center website:  
<http://pewinternet.org/Reports/2013/Social-Media-Update.aspx>

- Dutta-Bergman, M. J. (2004). Health attitudes, health cognitions, and health behaviors among Internet health information seekers: population-based survey. *Journal of Medical Internet Research*, 6(2).
- Dye, J. (2007). Meet Generation C: Creatively Connecting Through Content-Generation C is the "You" in YouTube, the "My" in MySpace, and the "i" in iPod. They're you (and me), and they're shaking up the way people. *EContent-Digital Content Strategies and Resources*, 30(4), 38-43.
- Dye, J. (2011). Mapping Out A Mobile Strategy Creating Content That Delivers Value On-The-Go. *EContent*, 34(2), 16-20.
- Elder, R. (2016, September 07). *Movie theater attendance is declining as cord cutting becomes more popular*. Retrieved June 05, 2017, from <http://www.businessinsider.com/movie-theater-attendance-is-declining-as-cord-cutting-becomes-more-popular-2016-9?IR=T&r=US>.
- Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
- Eppler, M. J., Algesheimer, R., & Dimpfel, M. (2003, January). Quality Criteria of Content-Driven Websites and their Influence on Customer Satisfaction and Loyalty: an Empirical Test of an Information Quality Framework. In *IQ* (pp. 108-120).
- Faeni, R. P. (2016). Influence of Pop Culture, Emotional Trust, Inconsistent Reviews and Consumer Purchase Intention on Zalora's Women Product in Indonesia. *Scholedge International Journal of Management & Development ISSN 2394-3378*, 3(2), 20-31.
- Feijóo, C., Maghiros, I., Abadie, F., & Gómez-Barroso, J. L. (2009). Exploring a heterogeneous and fragmented digital ecosystem: Mobile content. *Telematics and Informatics*, 26(3), 282-292.
- Field, A. (2009). *Discovering statistics using SPSS*. Chicago: Sage publications.
- Figueredo, A. J., Garcia, R. A., Cabeza De Baca, T., Gable, J. C., & Weise, D. (2013). Revisiting mediation in the social and behavioral sciences. *Journal of Methods and Measurement in the Social Sciences*, 4(1), 1-19.
- Figueredo, A.J. & Gorsuch, R. (2007). Assortative mating in the jewel wasp: 2. Sequential canonical analysis as an exploratory form of path analysis. *Journal of the Arizona Nevada Academy of Sciences*, 39, 59-64.
- Finamore, A., Mellia, M., Munafò, M. M., Torres, R., & Rao, S. G. (2011,



November). YouTube everywhere: Impact of device and infrastructure synergies on user experience. *Proceedings of the 2011 ACM SIGCOMM conference on Internet measurement conference*. Berlin.

FINAS (2015, November 27). Retrieved November 5, 2015, from <http://www.finas.gov.my/index.php?mod=industry&sub=cereka>

FINAS (2017, October 25). Retrieved October 5<sup>th</sup>, 2017, from <http://www.finas.gov.my/index.php?mod=industry&sub=cereka>

Forbes. (2012). *Why Machinima.com Is A YouTube Success*. Retrieved from <http://www.youtube.com/watch?v=9I4ltPYeHeE>

Forman, C., Ghose, A., & Wiesenfeld, B. (2008). Examining the relationship between reviews and sales: The role of reviewer identity disclosure in electronic markets. *Information Systems Research*, 19(3), 291-313.

Fry, D. L., & McCain, T. A. (1983). Community Influentials' Media Dependence in Dealing with a Controversial Local Issue. *Journalism Quarterly*, 60(3), 458.

Gallego, M. D., Bueno, S., & Noyes, J. (2016). Second Life adoption in education: A motivational model based on Uses and Gratifications theory. *Computers & Education*, 100, 81-93.

Gardner, J., & Lehnert, K. (2016). What's new about new media? How multi-channel networks work with content creators. *Business Horizons*, 59(3), 293-302.

Garson, G. D. (2011). *Cronbach's alpha*. Retrieved from <https://faculty.chass.ncsu.edu/garson/PA765/statnote.htm>

Gefen, D., Straub, D., & Boudreau, M. C. (2000). Structural equation modeling and regression: Guidelines for research practice. *Communications of the association for information systems*, 4(1), 7.

Gerbing, D. W., & Anderson, J. C. (1993). Monte Carlo evaluations of goodness-of-fit indices for structural equation models. *Sage Focus Editions*, 154, 40-40.

Ghosh, A., & McAfee, P. (2011, March). Incentivizing high-quality user-generated content. *Proceedings of the 20th international conference on World wide web*. Hyderabad.

Gil de Zúñiga, H., Jung, N., & Valenzuela, S. (2012). Social media use for news and individuals' social capital, civic engagement and political participation. *Journal of Computer-Mediated Communication*, 17(3), 319-336.

- Go Beyond Annual Report 2013. (2014). Retrieved December 30, 2015, from <http://www.astromalaysia.com.my/Portals/39/pdf/AMH-AR13-ENG.pdf>
- Goel, H. (2017, October 16). *Is Watching Pirated Movies Online Illegal?* Retrieved October 10, 2017, from <https://thealmostdone.com/2017/06/02/is-watching-pirated-movies-online-illegal/>
- Goi, C. L. (2008). A Review of Development and Adoption of Internet and ICT in Malaysia. *Journal of Internet Banking and Commerce*, 13(1), 1.
- Grace-Farfaglia, P., Dekkers, A., Sundararajan, B., Peters, L., & Park, S. H. (2006). Multinational web uses and gratifications: Measuring the social impact of online community participation across national boundaries. *Electronic Commerce Research*, 6(1), 75-101.
- Greenberg, J. (2017, June 03). *Hollywood Is Not OK With You Watching New Movies at Home*. Retrieved October 10, 2017, from <https://www.wired.com/2016/03/hollywood-not-ok-watching-new-movies-home/>
- Grellhesl, M., & Punyanunt-Carter, N. M. (2012). Using the uses and gratifications theory to understand gratifications sought through text messaging practices of male and female undergraduate students. *Computers in Human Behavior*, 28(6), 2175-2181.
- Griffiths, M. D., Kuss, D. J., Billieux, J., & Pontes, H. M. (2016). The evolution of Internet addiction: A global perspective. *Addictive behaviors*, 53, 193-195.
- Guo, J., Liu, Z., & Liu, Y. (2016). Key success factors for the launch of government social media platform: Identifying the formation mechanism of continuance intention. *Computers in Human Behavior*, 55, 750-763.
- Hair, J. F. (2010). *Multivariate data analysis*. Pearson College Division. Upper Saddle River.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis*, 5th. NY: Prentice Hall International.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis (Vol. 6)*. Pearson: Prentice Hall Upper Saddle River.
- Hair, J. F., Money, A. H., Samouel, P., & Page, M. (2007). Research methods for business. *Education+ Training*, 49(4), 336-337.

- Hallinan, B., & Striphas, T. (2016). Recommended for you: The Netflix Prize and the production of algorithmic culture. *New Media & Society*, 18(1), 117-137.
- Hamat, A., Embi, M. A., & Hassan, H. A. (2012). The use of social networking sites among Malaysian university students. *International Education Studies*, 5(3), 56.
- Hampton, K. N., Sessions, L. F., & Her, E. J. (2011). Core networks, social isolation, and new media: How Internet and mobile phone use is related to network size and diversity. *Information, Communication & Society*, 14(1), 130-155.
- Hargittai, E., & Jennrich, K. (2016). The Online Participation Divide. In *The Communication Crisis in America, And How to Fix It* (pp. 199-213). Palgrave Macmillan US.
- Hargittai, E., & Walejko, G. (2008). The participation divide: content creation and sharing in the digital age 1. *Information, Community and Society*, 11(2), 239-256.
- Haridakis, P., & Hanson, G. (2009). Social interaction and co-viewing with YouTube: Blending mass communication reception and social connection. *Journal of Broadcasting & Electronic Media*, 53(2), 317-335.
- Hasan, T., & Yasir, H. (2016). Am I A Facebook Addict?" An Investigation of Facebook Addiction Using Personality Traits through SEM. *Journal Of Organisational Studies And Innovation*, 3(4), 15-30.
- Hashim, K. F., & Tan, F. B. (2015). The mediating role of trust and commitment on members' continuous knowledge sharing intention: A commitment-trust theory perspective. *International Journal of Information Management*, 35(2), 145-151.
- Hashim, R., & Yusof, A. (1999). *Internet in Malaysia*. Retrieved from <http://www.interasia.org/malaysia/hashim-yusof.html>.
- Hasrul & Jamaluddin (2014). Film Dan Revolusi Teknologi: Persepsi Penggunaan CGI Dari Aspek Estetik & Kreativiti. *Jurnal Komunikasi; Malaysian Journal of Communication*, 30, 95-106.
- Hatcher, J. A., & Thayer, D. (2016). Assessing Collaboration in One Media Ecosystem. *Journalism Practice*, 1-19.
- Hayduk, L. A. (1987). *Structural equation modeling with LISREL: Essentials and advances*. Baltimore: Jhu Press.
- Haythornthwaite, C. (2005). Social networks and Internet connectivity effects. *Information, Community & Society*, 8(2), 125-147.

- Heiberger, G., & Harper, R. (2008). Have you Facebooked Astin lately? Using technology to increase student involvement. *New Directions for Student Services*, 2008(124), 19.
- Heinonen, K. (2011). Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behaviour*, 10(6), 356-364.
- Hendler, J., Shadbolt, N., Hall, W., Berners-Lee, T., & Weitzner, D. (2008). Web science: an interdisciplinary approach to understanding the web. *Communications of the ACM*, 51(7), 60-69.
- Herrero, Á., & San Martín, H. (2017). Explaining the adoption of social networks sites for sharing user-generated content: A revision of the UTAUT2. *Computers in Human Behavior*, 71, 209-217.
- Herwina & Zarith. (2012). Film business in Malaysia: challenges and opportunities. *International Journal of Humanities and Social Science*, 2(12), 198-202. Chicago.
- Hicks, A., Comp, S., Horovitz, J., Hovarter, M., Miki, M., & Bevan, J. L. (2012). Why people use Yelp. com: An exploration of uses and gratifications. *Computers in Human Behavior*, 28(6), 2274-2279.
- Higher Education Research Institute. (2007). *College freshmen and online social networking sites*. Retrieved from <http://www.gseis.ucla.edu/heri/PDFs/pubs/briefs/brief-091107-SocialNetworking.pdf>
- Hilderbrand, L. (2007). YouTube: Where cultural memory and copyright converge. *FILM QUART*, 61(1), 48-57.
- Ho, L. A., & Kuo, T. H. (2010). How can one amplify the effect of e-learning? An examination of high-tech employees' computer attitude and flow experience. *Computers in Human Behavior*, 26(1), 23-31.
- Hollenstein, L., & Purves, R. (2015). Exploring place through user-generated content: Using Flickr tags to describe city cores. *Journal of Spatial Information Science*, 1(1), 21-48.
- Hoorens, V., Pandelaere, M., Oldersma, F., & Sedikides, C. (2012). The Hubris Hypothesis: You Can Self-Enhance, But You'd Better Not Show It. *Journal of personality*, 80(5), 1237-1274.
- Hoyer, W. D., Chandy, R., Dorotic, M., Krafft, M., & Singh, S. S. (2010). Consumer cocreation in new product development. *Journal of service research*, 13(3), 283-296.

- Hsu, C. C. V., Chen, Y. N., Chao, M. C. H., Singh, N., & Chao, J. (2012). Web site localization in the Chinese market. *Journal of electronic commerce research*, 13(1), 33-49.
- Hu, L.T. and Bentler, P.M. (1999). Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria Versus New Alternatives. *Structural Equation Modeling*, 6(1), 1-55.
- Huberman, B. A., Romero, D. M., & Wu, F. (2008). *Social networks that matter: Twitter under the microscope*. Retrieved from <https://ssrn.com/abstract=1313405>
- Huizingh, E. K. (2000). The content and design of web sites: an empirical study. *Information & management*, 37(3), 123-134.
- Hussein, A. (2015). The use of triangulation in social sciences research: Can qualitative and quantitative methods be combined?. *Journal of Comparative Social Work*, 4(1).
- Iacobucci, D., Saldanha, N., & Deng, X. (2007). A meditation on mediation: Evidence that structural equations models perform better than regressions. *Journal of Consumer Psychology*, 17(2), 140-154.
- Igarria, M., Guimaraes, T., & Davis, G. B. (1995). Testing the determinants of microcomputer usage via a structural equation model. *Journal of management information systems*, 87-114.
- Ifinedo, P. (2016). Applying uses and gratifications theory and social influence processes to understand students' pervasive adoption of social networking sites: Perspectives from the Americas. *International Journal of Information Management*, 36(2), 192-206.
- Iflix Now Available in Malaysia. (2015, May 28). *Business Insider Malaysia*. Retrieved August 19, 2015, from <http://www.businessinsider.my/iflix-now-available-malaysia/#i60hZxWydiHKI67B.97>
- IRGC (2012). *Social Media and Crisis Communication, Addressing the challenges of using social media to improve crisis communication and management. Concept Note, April 2012*. Retrieved from [http://www.irgc.org/wp-content/uploads/2013/01/Final-Concept-note\\_Social\\_Media\\_v2-web.pdf](http://www.irgc.org/wp-content/uploads/2013/01/Final-Concept-note_Social_Media_v2-web.pdf).
- Ishii, K. (2017). Online communication with strong ties and subjective well-being in Japan. *Computers in Human Behavior*, 66, 129-137.
- Ismail M.N.I., Sumarjan N., Hadi Khan N.F.A., Hanafiah M.H. (2017). *Movie Touring: The Influence of Film on Viewers' Travel Intention*. In: Saufi A.,



Andilolo I., Othman N., Lew A. (eds) Balancing Development and Sustainability in Tourism Destinations. Springer, Singapore.

Iyengar, S. S., & Lepper, M. R. (2000). When choice is demotivating: Can one desire too much of a good thing? *Journal of personality and social psychology*, 79(6), 995.

Jackson, S. E. (2010). New media: debunking the myths. *Journal of Business Strategy*, 31(1), 56-58.

Jafarkarimi, H., Sim, A. T. H., Saadatdoost, R., & Hee, J. M. (2016). Facebook Addiction among Malaysian Students. *International Journal of Information and Education Technology*, 6(6), 465.

Jain, V., Arora, J., BE, G., & Chauhan, D. (2016). Understanding the role of sweet and bitter eWoM on purchase behaviour of Indian consumers for a technological product. *Middle East Journal of Management*, 3(2), 144-163.

Jang, S., & Lee, J. S. (2016). On evaluating perceptual quality of online user-generated videos. *IEEE Transactions on Multimedia*, 18(9), 1808-1818.

James, M. L., Wotring, C. E., & Forrest, E. J. (1995). An exploratory study of the perceived benefits of electronic bulletin board use and their impact on other communication activities. *Journal of Broadcasting & Electronic Media*, 39(1), 30-50.

Java, A., Song, X., Finin, T., & Tseng, B. (2007, August). Why we twitter: understanding microblogging usage and communities. *Proceedings of the 9th WebKDD and 1st SNA-KDD 2007 workshop on Web mining and social network analysis*. New York: ACM Press.

Jaiswal, A. K., Niraj, R., & Venugopal, P. (2010). Context-general and context-specific determinants of online satisfaction and loyalty for commerce and content sites. *Journal of Interactive Marketing*, 24(3), 222-238.

Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. *Journal of the American society for information science and technology*, 60(11), 2169-2188.

Jin, B., & Pena, J. F. (2010). Mobile communication in romantic relationships: Mobile phone use, relational uncertainty, love, commitment, and attachment styles. *Communication Reports*, 23(1), 39-51.

Johnston, K. M., Vollans, E., & Greene, F. L. (2016). Watching the trailer: Researching the film trailer audience. *Participations*, 13(2), 56-85.

Joinson, A. N. (2008, April). Looking at, looking up or keeping up with people?: motives and use of facebook. *Proceedings of the SIGCHI conference on*

*Human Factors in Computing Systems* (pp. 1027-1036). New York: ACM Press.

- Joorabchi, T. N., Hassan, S. H., & Hassan, M. A. (2011). Internet usage among female undergraduates in Ferdowsi University, Iran. *The Journal of the South East Asia Research Centre for Communication and Humanities*, 3(2), 1–20.
- Juluri, P., Plissonneau, L., & Medhi, D. (2011, September). Pytomo: a tool for analyzing playback quality of YouTube videos. *Proceedings of the 23rd International Teletraffic Congress*. San Francisco: ACM Press.
- Jun, J. W., & Lee, S. (2007). Mobile Media Use And Its Impact On Consumer Attitudes Toward Mobile Advertising. *International Journal of Mobile Marketing*, 2(1).
- Junglas, I., Goel, L., Abraham, C., & Ives, B. (2013). The social component of information systems - How sociability contributes to technology acceptance. *Journal of the Association for Information Systems*, 14(10), 585.
- Jung, E. H., & Sundar, S. S. (2016). Senior citizens on Facebook: How do they interact and why?. *Computers in Human Behavior*, 61, 27-35
- Katz, E., Blumler, J., & Gurevitch, M. (1974). *The Uses of Mass Communications: Current Perspectives on Gratifications Research*. Beverly Hills, CA: Sage.
- Karahasanović, A., Brandtzæg, P. B., Heim, J., Lüders, M., Vermeir, L., Pierson, J., & Jans, G. (2009). Co-creation and user-generated content—elderly people's user requirements. *Computers in Human Behavior*, 25(3), 655-678.
- Karnik, M., Oakley, I., Venkatanathan, J., Spiliotopoulos, T., & Nisi, V. (2013, February). Uses & gratifications of a facebook media sharing group. *Proceedings of the 2013 conference on Computer supported cooperative work*. New York: ACM Press.
- Kayahara, J., & Wellman, B. (2007). Searching for culture—high and low. *Journal of Computer-Mediated Communication*, 12(3), 824-845.
- Kaye, B. K. (1998). Uses and gratifications of the World Wide Web: From couch potato to Web potato. *The New Jersey Journal of Communication*, 6(1), 21-40.
- Keppler, C.C. (2012). *Facebook and the church: Using social media to communicate traditional messages*. Paper presented at the annual meeting of the Ohio Communication Association, Kent, OH.
- Khalifa, M., & Liu, V. (2003). Determinants of successful knowledge management programs. *Electronic Journal on Knowledge Management*, 1(2), 103-112.



- Khalifa, M., & Liu, V. (2002). Satisfaction with internet-based services: the role of expectations and desires. *International Journal of Electronic Commerce*, 7(2), 31-49.
- Khan, G. F., Swar, B., & Lee, S. K. (2014). Social media risks and benefits: A public sector perspective. *Social Science Computer Review*, 32(5), 606-627.
- Kiesler, S., & Sproull, L. S. (1986). Response effects in the electronic survey. *Public Opinion Quarterly*, 50(3), 402-413.
- Kim, A. J., & Johnson, K. K. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, 58, 98-108.
- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164-171.
- Kim, D.J. and Steinfield, C. (2004). Consumers mobile internet service satisfaction and their continuance intentions. *Proceedings of the 10th Americas Conference on Information Systems*. New York.
- Kim, C., Jin, M. H., Kim, J., & Shin, N. (2012). User perception of the quality, value, and utility of user-generated content. *Journal of Electronic Commerce Research*, 13(4), 305.
- Kim, J. (2012). The institutionalization of YouTube: From user-generated content to professionally generated content. *Media, Culture & Society*, 34(1), 53-67.
- Kim, J., LaRose, R., & Peng, W. (2009). Loneliness as the cause and the effect of problematic Internet use: The relationship between Internet use and psychological well-being. *CyberPsychology & Behavior*, 12(4), 451-455.
- Kim, Y., Sohn, D., & Choi, S. M. (2011). Cultural difference in motivations for using social network sites: A comparative study of American and Korean college students. *Computers in Human Behavior*, 27(1), 365-372.
- Kline, R. B. (1998). Software review: Software programs for structural equation modeling: Amos, EQS, and LISREL. *Journal of psychoeducational assessment*, 16(4), 343-364.
- Knight, D., Durham, C. C., & Locke, E. A. (2001). The relationship of team goals, incentives, and efficacy to strategic risk, tactical implementation, and performance. *Academy of Management Journal*, 44(2), 326-338.
- Knoll, E. (2013). *YouTube MCNs: The New Networks*. Enders Analysis, 21 August. Retrieved from <http://www.endersanalysis.com/content/publication/youtube-mcns-new-networks>

- Knoll, E., Maude, I., Enders, A. (2013) *YouTube's Original Channels venture*. Enders Analysis, 8 January. Retrieved from <http://www.endersanalysis.com/content/publication/youtube%E2%80%99s-originalchannelsventure>
- Ko, H., Cho, C. H., & Roberts, M. S. (2005). Internet uses and gratifications: A structural equation model of interactive advertising. *Journal of advertising*, 34(2), 57-70.
- Konijn, E., Sluimer, N., & Mitas, O. (2016). Click to share: Patterns in tourist photography and sharing. *International Journal of Tourism Research*, 18(6), 525-535.
- Kostera, M. (2016). *User-generated beauty videos on YouTube: the effects on brand attitude and purchase decisions* (Unpublished Doctoral Dissertation). Dublin Business School, Ireland.
- Krasnova, H., Wenninger, H., Widjaja, T., & Buxmann, P. (2013). Envy on Facebook: a hidden threat to users' life satisfaction?. *Wirtschaftsinformatik*, 92, 1-16.
- Krause, A. E., North, A. C., & Heritage, B. (2014). The uses and gratifications of using Facebook music listening applications. *Computers in Human Behavior*, 39, 71-77.
- Kshetri, N. (2017). The evolution of the internet of things industry and market in China: An interplay of institutions, demands and supply. *Telecommunications Policy*, 41(1), 49-67.
- Ku, Y., Chen, R and Zhang, H. (2013). Why do users continue using social networking sites? An exploratory study of members in the United States and Taiwan. *Information & Management*. 50, p 571–581.
- Lai, L. S., & Turban, E. (2008). Groups formation and operations in the Web 2.0 environment and social networks. *Group Decision and Negotiation*, 17(5), 387-402.
- Lang, B. (2016, March 09). *Studios, Exhibitors Consider Revolutionary Plan for Day-and-Date Movies at Home*. Retrieved October 12, 2017, from <http://variety.com/2016/film/news/studios-exhibitors-consider-revolutionary-plan-for-day-and-date-movies-at-home-exclusive-1201725168/>
- Lange, P. G. (2007). Publicly private and privately public: Social networking on YouTube. *Journal of Computer-Mediated Communication*, 13(1), 361-380.
- Lankton, N., McKnight, D. H., & Thatcher, J. B. (2014). Incorporating trust-in-technology into Expectation Disconfirmation Theory. *The Journal of Strategic Information Systems*, 23(2), 128-145.

- Layton, R. (2014). Netflix Comes to the Nordics: Lessons in OTT Video. *Journal of NBICT*, 1, 109-138.
- LeBreton, J. M., Wu, J., & Bing, M. N. 2009. The truth(s) on testing for mediation in the social and organizational sciences. In C. E. Lance & R. J. Vandenberg (Eds.), *Statistical and methodological myths and urban legends*. 107-141. New York: Routledge.
- Lee, E., Lee, J. A., Moon, J. H., & Sung, Y. (2015). Pictures speak louder than words: Motivations for using Instagram. *Cyberpsychology, Behavior, and Social Networking*, 18(9), 552-556.
- Lee, M. C. (2010). Explaining and predicting users' continuance intention toward e-learning: An extension of the expectation–confirmation model. *Computers & Education*, 54(2), 506-516.
- Lee, M. K., Cheung, C. M., Lim, K. H., & Ling Sia, C. (2006). Understanding customer knowledge sharing in web-based discussion boards: An exploratory study. *Internet Research*, 16(3), 289-303.
- Lee, S., & Kim, B. G. (2017). The impact of qualities of Social Network Service on the continuance usage intention. *Management Decision*, 55(4).
- Lee, Y., & Kwon, O. (2011). Intimacy, familiarity and continuance intention: An extended expectation–confirmation model in web-based services. *Electronic Commerce Research and Applications*, 10(3), 342–357.
- Lefkow, C. (2010). Twitter unveils ad plan in profit push. *Sydney Morning Herald*, 14.
- Li, B. N. (2016). *Why We Follow: Exploring How Culture Shapes Users' Motivation for Following Sport Organizations on Twitter and Weibo* (Unpublished Doctoral dissertation). University of Arkansas, Arkansas.
- Li, Y. M., & Lin, C. H. (2009). Pricing schemes for digital content with DRM mechanisms. *Decision Support Systems*, 47(4), 528-539.
- Lin, C. S., Wu, S., & Tsai, R. J. (2005). Integrating perceived playfulness into expectation-confirmation model for web portal context. *Information & management*, 42(5), 683-693.
- Lin, C., & Lekhawipat, W. (2016). How Customer Expectations Become Adjusted After Purchase. *International Journal of Electronic Commerce*, 20(4), 443-469.
- Lin, N. (1999). Building a network theory of social capital. *Connections*, 22(1), 28-51.

- Liu, B. (2010). Uncertain risk analysis and uncertain reliability analysis. *Journal of Uncertain Systems*, 4(3), 163-170.
- Liu, I. L., Cheung, C. M., & Lee, M. K. (2010, July). *Understanding Twitter Usage: What Drive People Continue to Tweet*. Retrieved from <http://aisel.aisnet.org/pacis2010/92/>
- Liu, I. L., Cheung, C. M., & Lee, M. K. (2016). User satisfaction with microblogging: Information dissemination versus social networking. *Journal of the Association for Information Science and Technology*, 67(1), 56-70.
- Luo, M. M., Chea, S., & Chen, J. S. (2011). Web-based information service adoption: A comparison of the motivational model and the uses and gratifications theory. *Decision Support Systems*, 51(1), 21-30.
- Lynn, M. R. (1986). Determination and quantification of content validity. *Nursing research*, 35(6), 382-386.
- Ma, W. (2017). Mobile Entertainment. *China'S Mobile Economy: Opportunities in the Largest and Fastest Information Consumption Boom*, 159-188.
- MacKinnon, D. P., & Fairchild, A. J. (2009). Current directions in mediation analysis. *Current directions in psychological science*, 18(1), 16-20.
- Maier, G., Schneider, F., & Feldmann, A. (2010). A first look at mobile hand-held device traffic. In *Passive and Active Measurement* (pp. 161-170). Springer Berlin/Heidelberg.
- Malaysians watch more YouTube than TV, research finds. (2016, February 23). *Malay Mail Online*. Retrieved from <http://www.themalaymailonline.com/malaysia/article/malaysians-watch-more-youtube-than-tv-research-finds>
- Malik, A., Dhir, A., & Nieminen, M. (2016). Uses and gratifications of digital photo sharing on Facebook. *Telematics and Informatics*, 33(1), 129-138.
- Marcus, A. (2002). Designing the PDA of the future. *interactions*, 9(1), 34-44.
- Marsh, H. W., & Hocevar, D. (1985). Application of confirmatory factor analysis to the study of self-concept: First-and higher order factor models and their invariance across groups. *Psychological bulletin*, 97(3), 562.
- MaryAnne, A. and Christine, K. (1997). Individual characteristics associated with World Wide Web use: an empirical study of playfulness and motivation. *ACM SIGMIS Database*, 28(2), 53-62.
- Mastaglia, B., Toye, C., & Kristjanson, L. J. (2003). Ensuring content validity in instrument development: challenges and innovative approaches. *Contemporary Nurse*, 14(3), 281-291.

- Mazalin, D., & Moore, S. (2004). Internet use, identity development and social anxiety among young adults. *Behaviour Change*, 21(02), 90-102.
- Meishar-Tal, H., Kurtz, G., & Pieterse, E. (2012). Facebook groups as LMS: A case study. *The International Review of Research in Open and Distributed Learning*, 13(4), 33-48.
- Miles, J., & Shevlin, M. (2007). A time and a place for incremental fit indices. *Personality and Individual Differences*, 42(5), 869-874.
- Miller, P. (2005). Web 2.0: Building the new library. *Ariadne*, 45(30), 10.
- Mitra, A., & Lynch, J. G. (1995). Toward a reconciliation of market power and information theories of advertising effects on price elasticity. *Journal of Consumer Research*, 21(4), 644-659.
- MPAA. (2014). *Theatrical Movie Statistics 2014*. Retrieved from <http://www.mpa.org/wp-content/uploads/2015/03/MPAA-Theatrical-Market-Statistics-2014.pdf>
- Mustaffa, N., Ibrahim, F., Mahmud, W. A. W., Ahmad, F., Kee, C. P., & Mahbob, M. H. (2011). Diffusion of Innovations: The Adoption of Facebook among Youth in Malaysia. *The Public Sector Innovation Journal*, 16(3), 1-15.
- Mokhtar, H. S. (2016, August 11). *YouTube Broadcast Box for budding digital Creators*. Retrieved September 14, 2016, from <http://www.nst.com.my/news/2016/08/164859/youtube-broadcast-box-budding-digital-creators>
- Momeni, E., Cardie, C., & Diakopoulos, N. (2016). A Survey on Assessment and Ranking Methodologies for User-Generated Content on the Web. *ACM Computing Surveys (CSUR)*, 48(3), 41.
- Mouakket, S. (2015). Factors influencing continuance intention to use social network sites: The Facebook case. *Computers in Human Behavior*, 53, 102-110.
- Motion Picture Association of America. *2000 U.S. Economic Review*. Retrieved from <http://www.mpa.org/useconomicreview/2000Economic/index.htm>
- MSC (2007). MSC Malaysia. *Smart School Flagship Application: Rebranding of the Smart School*, Retrieved July 11, 2014 from <http://www.msc.com.my/smartschool/events/rebranding.asp>.
- Namkee Park. (2010). Age differences in perceptions of online community participation among non-users: An extension of the Technology Acceptance Model. *Computers in Human Behavior*, 26(6), 1674-1684.



- Namsu Park, Kee, & Valenzuela. (2009). Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes. *CyberPsychology & Behavior*, 12(6), 729-733.
- Nardi, B. A., Schiano, D. J., Gumbrecht, M., & Swartz, L. (2004). Why we blog. *Communications of the ACM*, 47(12), 41-46.
- Nicholls, J. G. (1984). Achievement motivation: Conceptions of ability, subjective experience, task choice, and performance. *Psychological review*, 91(3), 328.
- Nielsen Online (2009, March). Global faces and networked places: A Nielsen report on social networking's new global footprint. *Nielson Reports*. Retrieved March 15, 2014, from <http://blog.nielsen.com/nielsenwire/nielsen-news/social-networking-new-globalfootprint>.
- Nielson Reports. (2007, September 6). Obama leads race for web site visitors, *Nielson Reports*. Retrieved from [http://en-us.nielsen.com/main/news/news\\_releases/2007/september/Obama\\_Leads\\_Race\\_for\\_Web\\_Site\\_Visitors\\_\\_Nielsen\\_Reports](http://en-us.nielsen.com/main/news/news_releases/2007/september/Obama_Leads_Race_for_Web_Site_Visitors__Nielsen_Reports).
- Nonnecke, B., Andrews, D., & Preece, J. (2006). Non-public and public online community participation: Needs, attitudes and behavior. *Electronic Commerce Research*, 6(1), 7-20.
- Nordenstreng, K., & Varis, T. (1974). *Television traffic--a one-way street?: A survey and analysis of the international flow of television programme material*. Paris: Unesco.
- Nunkoo, R., & Ramkissoon, H. (2012). Structural equation modelling and regression analysis in tourism research. *Current Issues in Tourism*, 15(8), 777-802.
- Nunnally, J. (1978). *Psychometric theory*. New York: McGraw Hill.
- Nunnally, J. C., Bernstein, I. H., & Berge, J. M. T. (1967). *Psychometric theory*, 226. New York: McGraw-Hill.
- Nysveen, H., Pedersen, P. E., & Thorbjørnsen, H. (2005). Explaining intention to use mobile chat services: moderating effects of gender. *Journal of consumer Marketing*, 22(5), 247-256.
- Nysveen, H., Pedersen, P. E., & Thorbjørnsen, H. (2005). Intentions to use mobile services: Antecedents and cross-service comparisons. *Journal of the academy of marketing science*, 33(3), 330-346.
- Oghuma, A. P., Libaque-Saenz, C. F., Wong, S. F., & Chang, Y. (2016). An expectation-confirmation model of continuance intention to use mobile instant messaging. *Telematics and Informatics*, 33(1), 34-47.

- Oh, C., Roumani, Y., Nwankpa, J. K., & Hu, H. F. (2017). Beyond likes and tweets: Consumer engagement behavior and movie box office in social media. *Information & Management*, 54(1), 25-37.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 460-469.
- Oliver, R. L., & Swan, J. E. (1989). Equity and disconfirmation perceptions as influences on merchant and product satisfaction. *Journal of consumer research*, 372-383.
- Organisation for Economic Co-operation and Development (OECD). (2007). *Participative web and user-created content: Web 2.0, wikis and social networking*. London: OECD. Retrieved from <http://213.253.134.43/oecd/pdfs/browseit/9307031E.pdf>.
- Orchard, L. J., Fullwood, C., Galbraith, N., & Morris, N. (2014). Individual differences as predictors of social networking. *Journal of Computer-Mediated Communication*, 19(3), 388-402.
- O'Rourke, N., & Hatcher, L. (2013). *A step-by-step approach to using SAS for factor analysis and structural equation modeling*. Cary: Sas Institute.
- Paechter, M., Maier, B., & Macher, D. (2010). Students' expectations of, and experiences in e-learning: Their relation to learning achievements and course satisfaction. *Computers & Education*, 54(1), 222-229.
- Paek, H. J., Hove, T., Jung, Y., & Cole, R. T. (2013). Engagement across three social media platforms: An exploratory study of a cause-related PR campaign. *Public Relations Review*, 39(5), 526-533.
- Papacharissi, Z. (2002). The presentation of self in virtual life: Characteristics of personal home pages. *Journalism & Mass Communication Quarterly*, 79(3), 643-660.
- Papacharissi, Z. (2002). The virtual sphere The internet as a public sphere. *New media & society*, 4(1), 9-27.
- Papacharissi, Z., & Rubin, A. M. (2000). Predictors of Internet use. *Journal of Broadcasting & Electronic Media*, 44(2), 175-196.
- Papathanassis, A., & Knolle, F. (2011). Exploring the adoption and processing of online holiday reviews: A grounded theory approach. *Tourism Management*, 32(2), 215-224.
- Parameswaran, M., & Whinston, A. B. (2007). Research issues in social computing. *Journal of the Association for Information Systems*, 8(6), 336.



- Park, N., Kee, K. F., & Valenzuela, S. (2009). Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes. *CyberPsychology & Behavior*, 12(6), 729-733.
- Park, N., Kim, Y. C., Shon, H. Y., & Shim, H. (2013). Factors influencing smartphone use and dependency in South Korea. *Computers in Human Behavior*, 29(4), 1763-1770.
- Parra-López, E., Bulchand-Gidumal, J., Gutiérrez-Taño, D., & Díaz-Armas, R. (2011). Intentions to use social media in organizing and taking vacation trips. *Computers in Human Behavior*, 27(2), 640-654.
- Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. *International Journal of service Industry management*, 8(5), 414-434.
- Pavlik, J. and McIntosh, S. (2011), *Converging Media: A New Introduction to Mass Communication*. Oxford, NY: Oxford University Press.
- Perse, E. M., & Dunn, D. G. (1998). The utility of home computers and media use: Implications of multimedia and connectivity. *Journal of Broadcasting & Electronic Media*, 42(4), 435-456.
- Peters, C., Amato, C.H., & Hollenbeck, C.R. (2007). An exploratory investigation of consumers' perceptions of wireless advertising. *Journal of Advertising*, 36(4), 129-45.
- Peterson, R. A., & Kim, Y. (2013). On the relationship between coefficient alpha and composite reliability. *Journal of Applied Psychology*, 98(1), 194.
- Phua, J., Jin, S. V., & Kim, J. J. (2017). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. *Telematics and Informatics*, 34(1), 412-424.
- Pikkarainen, T., Pikkarainen, K., Karjaluoto, H., & Pahnla, S. (2004). Consumer acceptance of online banking: an extension of the technology acceptance model. *Internet research*, 14(3), 224-235.
- Pillai, S. (2001). *Malaysia's oldest search engine upbeat in trying times*. Retrieved From <http://www.zdnetasia.com/msia-oldest-search-engine-upbeat-in-trying-times-39001129.htm>

- Pires, K., & Simon, G. (2015, March). YouTube live and twitch: a tour of user-generated live streaming systems. *Proceedings of the 6th ACM Multimedia Systems Conference* (pp. 225-230). ACM Press.
- Plan to set Nu Metro on path to profit. (2014, January 8). Retrieved October 10, 2017, from <http://www.bizcommunity.com/Article/196/97/107152.html>
- Plattfaut, R., Kohlborn, T., Hofmann, S., Beverungen, D., Niehaves, B., Rackers, M., & Becker, J. (2013, January). Unravelling (e-) government channel selection: A quantitative analysis of individual customer preferences in Germany and Australia. *2013 46th Hawaii International Conference on System Sciences (HICSS)*. IEEE.
- Plunkett Research. (2014). *Entertainment, Media, Publishing and Broadcasting Industry Market Research*. Retrieved from <http://www.plunkettresearch.com/entertainment-media-publishing-market-research/industry-and-business-data>.
- Poole, D., & Le-Phat Ho, S. (2011). Digital Transitions and the Impact of New Technology On the Arts. *Report. Canadian Public Arts Funders (CPAF) network*.
- Population & Demography. (2016, October 14). Retrieved October 14, 2016, from [https://www.statistics.gov.my/index.php?r=column/ctwoByCat&parent\\_id=115&menu\\_id=L0pheU43NWJwRWVSZklWdzQ4TlhUUT09](https://www.statistics.gov.my/index.php?r=column/ctwoByCat&parent_id=115&menu_id=L0pheU43NWJwRWVSZklWdzQ4TlhUUT09)
- Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior research methods, instruments, & computers*, 36(4), 717-731.
- Protalinski, E. (2013). Facebook passes 1.19 billion monthly active users, 874 million mobile users, and 728 million daily users. *The Next Web*.
- Pricewaterhousecoopers (2010), *Global entertainment and media outlook: 2010 – 2014*. PricewaterhouseCoopers, Sydney.
- Purpora, C., & Blegen, M. A. (2015). Job satisfaction and horizontal violence in hospital staff registered nurses: the mediating role of peer relationships. *Journal of clinical nursing*, 24(15-16), 2286-2294.
- Quan-Haase, A., & Young, A. L. (2010). Uses and gratifications of social media: A comparison of Facebook and instant messaging. *Bulletin of Science, Technology & Society*, 30(5), 350-361.
- Quinn, K. (2016). Why we share: A uses and gratifications approach to privacy regulation in social media use. *Journal of Broadcasting & Electronic Media*, 60(1), 61-86.

- Raacke, J., & Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites. *Cyberpsychology & behavior*, 11(2), 169-174.
- Radwanick, S., & Aquino, C. (2012). *Key Insights from 2011 and What They Mean for the Coming Year*. Tech. Rep., Mar. 2012. Retrieved from <http://www2.comscore.com/1/1552/2012-02-22/2ymhbd>.
- Rao, K. V. (2013). *Advanced techniques of population analysis*. New York: Springer Science & Business Media.
- Ray, R. D. (2007). Emotion elicitation using films. *Handbook of emotion elicitation and assessment*, 9-28. New York: Oxford University Press.
- Rindfleisch, A., Malter, A. J., Ganesan, S., & Moorman, C. (2008). Cross-sectional versus longitudinal survey research: Concepts, findings, and guidelines. *Journal of Marketing Research*, 45(3), 261-279.
- Ritzer, G., & Jurgenson, N. (2010). Production, Consumption, Prosumption The nature of capitalism in the age of the digital 'prosumer'. *Journal of consumer culture*, 10(1), 13-36. Chicago.
- Rodrigue, S., Soule, L., Fanguy, R., & Kleen, B. (2016). University student experiences and expectations in regard to technology. *Journal of Higher Education Theory and Practice*, 16(2), 59.
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences*. New York: Holt, Rinehart and Winston.
- Rosch, D. (2011). *Churches increasingly fans of Facebook, other social media*. Retrieved August 22, 2012 from <http://www.lifewayresearch.com>.
- Rosengren, K. E. (1974). International news: Methods, data and theory. *Journal of Peace Research*, 11(2), 145-156.
- Rosnan, H., & Abdul, A. (2012). Film business in Malaysia: challenges and opportunities. *International Journal of Humanities and Social Science*, 2(12), 198-202.
- Rosnan, H., Nazari Ismail, M., & Mohd Daud, N. (2010). The globalization of film business and its effect on the Malaysian film industry. *Business Strategy Series*, 11(5), 325-332.
- Roy, S. K. (2009). Internet uses and gratifications: A survey in the Indian context. *Computers in Human Behavior*, 25(4), 878-886.
- Rozario, R. B. (2013). New Media and the Traditional Media Platforms: Introspection on the Differences in Technical and Ideological Factors and

Audience-integration Patterns between New Media and Traditional Media. *Artha-Journal of Social Sciences*, 12(3).

Rubin, A. M. (1983). Television uses and gratifications: The Interactions of viewing patterns and motivations. *Journal of Broadcasting*, 27(1), 37-51.

Rubio, D. M., Berg-Weger, M., Tebb, S. S., Lee, E. S., & Rauch, S. (2003). Objectifying content validity: Conducting a content validity study in social work research. *Social Work Research*, 27(2), 94-104.

Ruth, R. D. (2012). Conversation as a source of satisfaction and continuance in a question-and-answer site. *European Journal of Information Systems*, 21(4), 427-437.

Ryu, M. H., Kim, S., & Lee, E. (2009). Understanding the factors affecting online elderly user's participation in video UCC services. *Computers in Human Behavior*, 25(3), 619-632.

Rutsaert, P., Regan, Á., Pieniak, Z., McConnon, Á., Moss, A., Wall, P., & Verbeke, W. (2013). The use of social media in food risk and benefit communication. *Trends in Food Science & Technology*, 30(1), 84-91.

Sadeghi, T., & Heidarzadeh Hanzaee, K. (2010). Customer satisfaction factors (CSFs) with online banking services in an Islamic country: IR Iran. *Journal of Islamic Marketing*, 1(3), 249-267.

Sagan, Paul and Tom Leighton (2010). The Internet and the Future of News. *Daedalus*. 139: 2. Retrieved from <http://www.mitpressjournals.org/doi/pdf/10.1162/daed.2010.139.2.119>

Scacchi, W. (2016). Virtual meetings. *Handbook of science and technology convergence*. Switzerland: Springer.

Salman, A. (2010). ICT, the new media (Internet) and development: Malaysian experience. *The Innovation Journal: The Public Sector Innovation Journal*, 15(1), 1-11.

Salman, A., & Hasim, M. S. (2011). Internet usage in a Malaysian sub-urban community: A study of diffusion of ICT innovation. *The Innovation Journal: The Public Sector Innovation Journal*, 16(2), 1-15.

Scellato, S., Mascolo, C., Musolesi, M., & Crowcroft, J. (2011, March). Track globally, deliver locally: improving content delivery networks by tracking geographic social cascades. *Proceedings of the 20th international conference on World wide web*. ACM Press.

- Schneider, F. M., Zwillich, B., Bindl, M. J., Hopp, F. R., Reich, S., & Vorderer, P. (2017). Social media ostracism: The effects of being excluded online. *Computers in Human Behavior*, 73, 385-393.
- Schwartz, B. (2004, January). *The paradox of choice: Why more is less*. New York: Ecco.
- Sekaran, U., & Bougie, R. (2010). *Research Methods for Business: A Skill Building Approach*. Chichester, West Sussex: John Wiley & Sons.
- Sharif, A. A., & Al-Kandari, A. A. (2010). The use of online bulletin boards by females in the Gulf Cooperation Council Countries. *Telematics and Informatics*, 27(1), 42-50.
- Sheldon, P. (2008). Student favorite: Facebook and motives for its use. *Southwestern Mass Communication Journal*, 23(2), 39-53.
- Shi, N., Lee, M. K., Cheung, C. M., & Chen, H. (2010, January). The continuance of online social networks: how to keep people using Facebook?. In *System Sciences (HICSS), 2010 43rd Hawaii International Conference* (pp. 1-10). IEEE.
- Shin, D. H. (2011). Understanding e-book users: Uses and gratification expectancy model. *New Media & Society*, 13(2), 260-278.
- Shin, J., & Ariely, D. (2004). Keeping doors open: The effect of unavailability on incentives to keep options viable. *Management Science*, 50(5), 575-586.
- Sikolia, G. S., Mberia, H. K., & Okumu-Bigambo, W. (2015). 'My social network, my choice': User gratification factors influencing choice of online social network sites among teenagers. *International Journal of Scientific and Research Publications*, 5(3).
- Simon Kemp. (2012). *we are social: Social, Digital and Mobile in Malaysia*. Retrieved March 25, 2013, from <http://wearesocial.net/blog/2012/01/social-digital-mobile-malaysia/>
- Singh, K. (2017, January). *In rush towards world class digital infrastructure*. Retrieved June 7, 2017, from <https://www.digitalnewsasia.com/download/PulseV2.pdf>.
- Smock, A. D., Ellison, N. B., Lampe, C., & Wohn, D. Y. (2011). Facebook as a toolkit: A uses and gratification approach to unbundling feature use. *Computers in Human Behavior*, 27(6), 2322-2329.
- Sobel, M. E. (1982). Asymptotic confidence intervals for indirect effects in structural equation models. *Sociological methodology*, 13(1982), 290-312.



- Song, J. H., & Zinkhan, G. M. (2008). Determinants of perceived web site interactivity. *Journal of Marketing*, 72(2), 99-113.
- Spencer, S. J., Zanna, M. P., & Fong, G. T. (2005). Establishing a causal chain: why experiments are often more effective than mediational analyses in examining psychological processes. *Journal of personality and social psychology*, 89(6), 845.
- Spreng, R. A., & Page, T. J. (2003). A Test of Alternative Measures of Disconfirmation. *Decision Sciences*, 34(1), 31-62.
- Stafford, T. F. (2003). Differentiating between adopter categories in the uses and gratifications for Internet services. *IEEE Transactions on Engineering Management*, 50(4), 427-435.
- Stafford, T. F., Stafford, M. R., & Schkade, L. L. (2004). Determining uses and gratifications for the Internet. *Decision Sciences*, 35(2), 259-288.
- Steiger, J. H. (1990). Structural model evaluation and modification: An interval estimation approach. *Multivariate behavioral research*, 25(2), 173-180.
- Steiger, J. H., & Lind, J. C. (1980, May). Statistically based tests for the number of common factors. In *annual meeting of the Psychometric Society, Iowa City, IA*, 758, pp. 424-453.
- Steiger, J. H. (2007). Understanding the limitations of global fit assessment in structural equation modeling. *Personality and Individual differences*, 42(5), 893-898.
- Stelter, B. (2008). *Finding political news online, the young pass it on*. Retrieved from <http://www.nytimes.com/2008/03/27/us/politics/27voters.html>
- Suki, N. M., & Suki, N. M. (2016). Examination of mobile Social Networking Service (SNS) users' loyalty: a structural approach. *International Journal of Social Ecology and Sustainable Development (IJSESD)*, 7(3), 59-73.
- Sun, J., Sheng, D., Gu, D., Du, J. T., & Min, C. (2017). Understanding link sharing tools continuance behavior in social media. *Online Information Review*, 41(1).
- Sundar, S. S., & Limperos, A. M. (2013). Uses and grats 2.0: New gratifications for new media. *Journal of Broadcasting & Electronic Media*, 57(4), 504-525.
- Susarla, A., Barua, A., & Whinston, A. B. (2003). Understanding the service component of application service provision: empirical analysis of satisfaction with ASP services. *Mis Quarterly*, 27(1), 91-123.



- Tabachnick, B. G., & Fidell, L. S. (2007). Multilevel linear modeling. *Using multivariate statistics*, 781-857. Boston : Pearson/Allyn & Bacon.
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics*, 5th. Needham Height, MA: Allyn & Bacon.
- Tanaka, J. S., & Huba, G. J. (1985). A fit index for covariance structure models under arbitrary GLS estimation. *British Journal of Mathematical and Statistical Psychology*, 38(2), 197-201.
- Theatrical Statistics Summary. (2013, January 1). Retrieved 2016, from [http://www.mpaa.org/wp-content/uploads/2014/03/MPAA-Theatrical-Market-Statistics-2013\\_032514-v2.pdf](http://www.mpaa.org/wp-content/uploads/2014/03/MPAA-Theatrical-Market-Statistics-2013_032514-v2.pdf)
- Thong, J. Y., Hong, S. J., & Tam, K. Y. (2006). The effects of post-adoption beliefs on the expectation-confirmation model for information technology continuance. *International Journal of Human-Computer Studies*, 64(9), 799-810.
- Trattner, C., Strohmaier, M., & Andrews, K. (2010, August). On the navigability of social tagging systems. In *Social Computing (SocialCom), 2010 IEEE Second International Conference on* (pp. 161-168). IEEE.
- Tri-Agif, I., Noorhidawati, A., & Ghazal, G. S. (2017). Continuance intention of using ebook among higher education students. *Malaysian Journal of Library and Information Science*, 21(1).
- Tsai, H. T., Chang, H. C., & Tsai, M. T. (2016). Predicting repurchase intention for online clothing brands in Taiwan: quality disconfirmation, satisfaction, and corporate social responsibility. *Electronic Commerce Research*, 16(3), 375-399.
- Tseng, F. C., & Teng, C. I. (2014). Antecedents for user intention to adopt another auction site. *Internet Research*, 24(2), 205-222.
- Turkle, S. (2011). *Alone together: Why we expect more from technology and less from each other*. New York: Basic Books.
- Unesco Institute for Statistics. (2013). *Emerging Markets and Digitalization of the Film Industry*. Retrieved from <http://www.uis.unesco.org/culture/Documents/IP14-2013-cinema-survey-analysis-en.pdf>
- US Audiences to Pay for More Online Movies in 2012 than for Physical Videos – IHS Technology. (2012, March 22). Retrieved December 1, 2015, from <https://technology.ihs.com/389509/us-audiences-to-pay-for-more-online-movies-in-2012-than-for-physical-videos>

- Valcke, P., & Lenaerts, M. (2010). Who's author, editor and publisher in user-generated content? Applying traditional media concepts to UGC providers. *International Review of Law, Computers & Technology*, 24(1), 119-131.
- Valkenburg, P. M., Peter, J., & Schouten, A. P. (2006). Friend networking sites and their relationship to adolescents' well-being and social self-esteem. *CyberPsychology & Behavior*, 9(5), 584-590.
- Vassileva, J. (2012). Motivating participation in social computing applications: a user modeling perspective. *User Modeling and User-Adapted Interaction*, 22(1-2), 177-201.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478. Chicago.
- Vickery, G., & Wunsch-Vincent, S. (2007). *Participative web and user-created content: Web 2.0 wikis and social networking*. Paris: Organization for Economic Cooperation and Development (OECD).
- Vonderau, P. (2016). The video bubble: Multichannel networks and the transformation of YouTube. *Convergence*, 22(4), 361-375.
- Wallsten, S. (2008). *Understanding International Broadband Comparisons*. Retrieved from <http://www.techpolicyinstitute.org/files/understanding%20international%20broadband%20comparisons%202009%20update%207-9.pdf>
- Walsh, S. P., White, K. M., & Young, R. M. (2008). Over-connected? A qualitative exploration of the relationship between Australian youth and their mobile phones. *Journal of Adolescence*, 31(1), 77-92.
- Wamser, F., Casas, P., Seufert, M., Moldovan, C., Tran-Gia, P., & Hossfeld, T. (2016). Modeling the YouTube stack: From packets to quality of experience. *Computer Networks*, 109, 211-224.
- Wan Amizah WM, Chang, Peng Kee & Jamaluddin Aziz. (2009). Film censorship in Malaysia: Sanctions of religion, cultural & moral values. *Jurnal Komunikasi. Malaysian Journal of Communication*, 25, pp 42 – 49.
- Wang, Z., & Lim, N. (2011). The use of official and unofficial channels in government-citizen communication in China. *Electronic journal of e-government*, 9(1), 79-91.
- Wegmann, E., & Brand, M. (2016). Internet-Communication Disorder: It's a Matter of Social Aspects, Coping, and Internet-Use Expectancies. *Frontiers in psychology*, 7.

- Wellman, B., Haase, A. Q., Witte, J., & Hampton, K. (2001). Does the Internet increase, decrease, or supplement social capital? Social networks, participation, and community commitment. *American behavioral scientist*, 45(3), 436-455.
- Wendling, C., Radisch, J., Jacobzone, S. (2013). *The Use of Social Media in Risk and Crisis Communication*. OECD Working Papers on Public Governance, 1–42.
- Wheaton, B., Muthen, B., Alwin, D. F., & Summers, G. F. (1977). Assessing reliability and stability in panel models. *Sociological methodology*, 8(1), 84-136.
- Wimmer, R. D., & Dominick, J. R. (1994). *An introduction to mass media research*. Boston: Wadsworth.
- Wright, K. B. (2005). Researching Internet-based populations: Advantages and disadvantages of online survey research, online questionnaire authoring software packages, and web survey services. *Journal of Computer-Mediated Communication*, 10(3), 00-00.
- Wright, C. C. (2005). The kappa statistic in reliability studies: use, interpretation, and sample size requirements. *Physical therapy*, 85(3), 257-268.
- Wynd, C. A., Schmidt, B., & Schaefer, M. A. (2003). Two quantitative approaches for estimating content validity. *Western Journal of Nursing Research*, 25(5), 508-518.
- Xue, S. (2005). Internet policy and diffusion in China, Malaysia and Singapore. *Journal of Information Science*, 31(3), 238-250.
- Yamane, T. (1967). *Problems to Accompany Statistics: An Introduction Analysis*. 2nd Edition. Harper and Row: New York.
- Yan, X. X., Hu, Z. Q., Xu, J., & Liu, J. Y. (2017). Research on the Social E-commerce Marketing Model Based on SICAS Model in China. *International Journal of Marketing Studies*, 9(3), 113.
- Yoo, K. H., & Gretzel, U. (2011). Influence of personality on travel-related consumer-generated media creation. *Computers in Human Behavior*, 27(2), 609–621.
- Yu, Z., Wang, C., Bu, J., Wang, X., Wu, Y., & Chen, C. (2015). Friend recommendation with content spread enhancement in social networks. *Information Sciences*, 309, 102-118.
- Yusop, F. D., & Sumari, M. (2013). The use of social media technologies among Malaysian youth. *Procedia-Social and Behavioral Sciences*, 103, 1204-1209.

- Zanna, M. P., Olson, J. M., & Fazio, R. H. (1981). Self-perception and attitude-behavior consistency. *Personality and Social Psychology Bulletin*, 7(2), 252-256.
- Zhao, D., & Rosson, M. B. (2009, May). How and why people Twitter: the role that micro-blogging plays in informal communication at work. In *Proceedings of the ACM 2009 international conference on Supporting group work* (pp. 243-252). ACM.
- Zhao, L., & Lu, Y. (2012). Enhancing perceived interactivity through network externalities: An empirical study on micro-blogging service satisfaction and continuance intention. *Decision Support Systems*, 53(4), 825-834.
- Zhao, X., Lampe, C., & Ellison, N. B. (2016, May). The Social Media Ecology: User Perceptions, Strategies and Challenges. In *Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems* (pp. 89-100). ACM.
- Zhao, Z., & Cao, Q. (2012). An empirical study on continual usage intention of microblogging: the case of Sina. *Nankai Business Review International*, 3(4), 413-429.
- Zhu, S., & Zhou, X. (2016). *Research on Industry Convergence Based on the Diversified Development of Internet Animation Industry*. Retrieved from <http://www.dpi-proceedings.com/index.php/dtcse/article/viewFile/4832/4463>
- Zikmund, W.G., Babin, B. J., Carr, J.C., and Griffin, M. (2013), *Business Research Methods*. (9th ed.). Mason, Ohio: South-Western Cengage Learning.
- Zink, M., Suh, K., Gu, Y., & Kurose, J. (2009). Characteristics of YouTube network traffic at a campus network—measurements, models, and implications. *Computer Networks*, 53(4), 501-514.