



***IMPACT OF IMMEDIACY AND USER MOTIVE ON COMMUNICATION
SATISFACTION IN EMAIL COMMUNICATION AMONG ACADEMIC
STAFF IN SOUTH EAST NIGERIA***

ANUMUDU CHINEDU EUGENIA

FBMK 2019 17



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By

ANUMUDU CHINEDU EUGENIA

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

September 2019

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DEDICATION

To My Beloved Mummy



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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirements for the degree of Doctor of Philosophy

IMPACT OF IMMEDIACY AND USER MOTIVE ON COMMUNICATION SATISFACTION IN EMAIL COMMUNICATION AMONG ACADEMIC STAFF IN SOUTH EAST NIGERIA

By

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September 2019

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The purpose of this research was to evaluate the impact of immediacy and user motive factors on communication satisfaction via email among academic staff in South East Nigeria. Immediacy and user motive were elements from social presence and the uses and gratification theories employed in this study towards ascertaining their impact on communication satisfaction via email as virtual text-based medium. Both theories were used because they were rooted on the factors capable of influencing communication satisfaction on virtual communication medium. Therefore, the main objectives of this study were to determine the relationships between immediacy factors, user motive factors and communication satisfaction via email. Other subsequent major objectives were to determine the contributions of both immediacy and user motive factors on communication satisfaction via email; and finally investigated how immediacy and user motive factors would be enhanced for communication satisfaction via email. Consequently, quantitative methodology was employed because it focused more on descriptive and correlational studies. Whereas the last objective used interview for the aim of supporting the quantitative data. However, the quantitative survey was conducted among 363 respondents while 13 participants were involved in the interview section of it. The key findings of the study showed that there were positive relationships between immediacy factors, which comprised (prompt feedback, approachability, similar personality) and communication via email. The outcome of the study further established positive relationships between user motive factors, which also consisted (cognitive needs, social integrative needs, personal integrative needs) and communication satisfaction via email. Regarding the findings on the contributions of immediacy and user motive factors on communication satisfaction, it showed that all the six factors contributed on it; however, personal integrative needs contributed most while social integrative needs contributed the least on it. Furthermore, the interview outcomes were used for

supporting the quantitative findings. In conclusion, this study recommended that email users and other asynchronous virtual communications users should consider these six factors while seeking for communication satisfaction through them.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

IMPAK KEDEKATAN DAN MOTIF PENGGUNA KE ATAS KEPUASAN KOMUNIKASI DALAM KOMUNIKASI E-MEL DALAM KALANGAN STAF AKADEMIK DI TIMUR SELATAN NIGERIA

Oleh

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Tujuan kajian ini adalah untuk menilai kesan faktor kedekatan dan motif pengguna ke atas pencapaian kepuasan komunikasi melalui e-mel dalam kalangan staf akademik di Selatan Timur Nigeria. Kedekatan dan motif pengguna merupakan elemen dari kewujudan sosial dan; teori gunaan dan gratifikasi digunakan dalam kajian ini bagi memastikan kesan faktor tersebut ke atas kepuasan komunikasi melalui e-mel sebagai medium berasaskan teks virtual. Kedua-dua teori telah digunakan kerana teori tersebut telah berakar umbi yang berupaya mempengaruhi kepuasan komunikasi ke atas medium komunikasi virtual. Oleh sebab itu, objektif utama kajian ini adalah untuk menentukan hubungan antara faktor kedekatan, motif pengguna dan kepuasan komunikasi melalui e-mel. Objektif utama seterusnya adalah untuk menentukan sumbangan kedua-dua faktor, iaitu kedekatan dan motif pengguna ke atas kepuasan komunikasi melalui e-mel; dan akhirnya menyelidiki bagaimana faktor kedekatan dan motif pengguna dapat ditingkatkan bagi kepuasan komunikasi melalui e-mel. Oleh itu, metodologi kuantitatif telah digunakan kerana ia memberikan lebih fokus ke atas kajian deskriptif dan korelasional. Manakala objektif terakhir menggunakan temu bual bagi tujuan menyokong data kuantitatif. Walau bagaimanapun, tinjauan kuantitatif telah dijalankan dalam kalangan 363 responden, manakala 13 peserta telah terlibat dalam sesi temu bual tersebut. Dapatan utama kajian ini menunjukkan bahawa terdapat hubungan yang positif antara faktor kedekatan, yang terdiri daripada (maklum balas segera, kemudahan, personaliti serupa) dan kepuasan komunikasi melalui e-mel. Dapatan kajian seterusnya mewujudkan hubungan yang positif antara faktor motif pengguna, yang juga mengandungi (keperluan kognitif, keperluan integratif sosial, keperluan integratif personal) dan kepuasan komunikasi melalui e-mel. Mengenai dapatan tentang sumbangan faktor kedekatan dan motif pengguna ke atas kepuasan komunikasi, ia menunjukkan bahawa keenam-enam faktor menyumbang ke atasnya; walau bagaimanapun, keperluan integratif personal paling menyumbang manakala keperluan integratif sosial paling kurang menyumbang ke atasnya.

Tambahan pula, dapatan temu bual telah digunakan bagi menyokong dapatan kuantitatif. Kesimpulannya, kajian ini mengesyorkan supaya pengguna e-mel dan pengguna komunikasi virtual tak segerak harus menimbang keenam-enam faktor tersebut ketika mencari kepuasan komunikasi melalui e-mel.



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Finally, I am extending my thanks to my mummy, Mrs. Louise Chigbo, other family members, relatives, friends for their consistent prayers and support. May God bless all that assisted me in one way or the other towards completion the PhD journey.

Declaration by graduate student

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LIST OF ABBREVIATIONS

ASUU	Academic Staff Union of Universities
AVE	Average variance Extracted
CDMA	Code Division Multiple Access
CFA	Confirmatory Factor Analysis
CIL	Communication Investment Limited
CMC	Computer Mediated Communication
ECONET	Ecological Building Network
EFA	Exploratory Factory Analysis
GLOBACOM	Global Communication
GSM	Global System for Mobile Communications
ICT	Information and Communication Technology
MTN	Multinational Telecommunication Network
NCC	Nigerian communication commission
NITEL	Nigeria Telecommunication
NUC	National Universities Commission
SEM	Structural Equation Modeling
TETFUND	Tertiary Education Trust Fund
USB	Universal Serial Bus

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The purpose of this research is to evaluate immediacy and user motive factors influencing communication satisfaction through email among its respondents. Email, is globally acknowledged as the most popular and recognized asynchronous computer mediated communication (CMC), officially used in conducting functions in corporate firms or institutions (Swacha, 2015; Kumar & Rangan, 2011). Its population users have been fast on increase since it emanated. Virtually, 3,718 billion of the world population has an email account for both personal and official usage (Email-Statistics-Report-2017-2021). Due to various characteristics possessed by email such as its flexibility, global acceptability and its integration on various online marketing transactions, it has been regarded as the 3rd most valued means of communication after face-to-face and telephone conversations (Rashid, 2014). Presently, it is recognized as virtual asynchronous mode of interaction use for dispatching messages in different firms (Backholm, & Vuornos, 2014). Grevet, Choi, Kumar, & Gilbert (2014) further stated that it is cherished as a mode of communication used for attaining some specific personal needs such as bill settlements and relationship sustenance. Notwithstanding being categorized under traditional electronic means of interaction, its usage for disseminating various official issues cannot be underemphasized; consequently, it is still regarded as one of the predominant means of communication in corporate organizations (Swacha, 2015).

Among academic staff as the subjects of the study, it has been identified as one of the information and communication technologies consistently incorporated while discharging official duties (Tzitzolaki, Tsiligiri, & Kostouda, 2014). Congruently, Serrat (2017) pinpointed that email is one of the dominant modes of interaction usually employ by knowledge oriented workers while discharging virtual office duties due to its assistance in strengthening their work and also decreasing phone calls expenses. Furthermore, its relevance these days are not limited to only academic staff usage, thus, is equally an avenue employed while communicating with students, especially those of them who are undertaking online-related courses; and students have identified it as the finest forum for interacting with their lecturers because of its aptness (Chang, Hurst, & McLean, 2015). Moreover, Cruise (2016) demonstrated that it is a means of communication use for speeding up interactions between lecturers and their students.

In Nigeria, it has been also identified as one of the most popular services provided by internet (Bankole, 2013; & Tiwari, 2016). Nigeria being an emerging country has been making tremendous efforts in ensuring availability of internet services for its citizens nationwide. The numbers of internet subscribers in Nigerian have equally been on the increase. The table 1:1 below indicated that in 2007, Nigeria had only 9,962,224 internet subscribers (Nigerian internet users, 2007). Subsequently, in May, 2018,

after 11 years interval, it tremendously increased to 103 million, which was a sharp increase from the previous figure (Nigerian Communications Commission, 2018).

Besides the yearly internet subscribers' increase as witnessed in the above data, world research on internet database dated 31stth December, 2017 has also rated Nigeria number 8 among top 20 countries with the highest internet users (Internet World Stats 2107). From these internet databases, it has shown that internet is predominately used in Nigeria nowadays for conducting daily activities such as communications, dissemination of information, administrations, teaching etc.

Academic staffs who lecture in various higher institutions are not excluded from maximizing the internet services. According to Bankole (2013); & Tiwari (2016), email is one of the most popular internet services used among academic staff because it reduces time wastage and resources. Additionally, it equally provides information for them, thereby positively contributing to the enhancement of their job. However, the prevalent concern, is that Mukoro (2013) has faulted several means of communications use in school organization including email to be ineffective communication networks or channel for organizing and motivating one another.

Furthermore, scholars from other parts of the world have equally faulted email to be impersonal mediated communication and less friendly. Therefore, it could be hindering interpersonal relationship development in virtual settings (Wu, Gao, & Zhang, 2014). Inferring from the limitations associated with email as stated above, there are some evidences that communication via email might be less satisfactory unlike in face-to-face communication.

Communication satisfaction in the context of this study can be defined as the feeling of positive fulfillment expected to derive through communicating via email. However, satisfaction on virtual settings has been generally said to be influenced by social presence of co- users (Hostetter & Busch, 2006; Richardson & Swan, 2003).

Having linked satisfaction on CMC as one of predictors of social presence theory and the main theory of the study, the theory equally pointed immediacy as a construct that can enhance communication satisfaction among CMC users (Biocca, Harms & Burgoon, 2003; Gunawardena, 1995; Gunawardena & Zittle, 1997; Reio & Crim, 2006; Rice, 1993; Anderson, Rourke, Garrison & Archer, 2001; Sallnäs, 2005; & Tu, 2001).

Table 1.1 : Nigeria internet usage database (2007- 2018), Internet Usage and Population Statistics

Year	Internet users	Penetration (% Pop)	Total Population	Non-internet users	Internet users Change in % (P.A)	Internet Users Change in figures (P.A)	Population Change in %
2018	103,000,000	52.6%	195,875,237	92,875,237	12.4%	11, 401,243	2.11%
2017	91,598,757	47.7%	191, 835,936	100,237,179	6.2%	5,378,792	2.59%
2016	86, 219,965	46.1%	186,987,563	100,767,598	5%	4,124,967	2.63%
2015	82,094,998	45.1%	182,201,962	100,106,964	8.4%	6,348,247	2.66%
2014	75,746,751	42.7%	177, 475,986	101,729,235	15.3%	10,076,474	2.7%
2013	65,670,276	38%	172,816,517	107,146,241	19%	10,487,424	2.72%
2012	55,182,852	32.8%	168,240,403	113,057,551	18.5%	8,622,851	2.73%
2011	46,560,001	28.4%	163,770,669	117,210,668	21.7%	8,298,063	2.73%
2010	38,261,938	24%	159,424,742	121,162,804	23.3%	7,220,509	2.72%
2009	31,041,429	20%	155,207,145	124,165,716	29.5%	7,074,482	2.71%
2008	23,966,947	15.9%	151,115,683	127,148,736	140.6%	14,004,723	2.69%
2007	9,962,224	6.8%	147,152,502	137,190,278	25.4%	2,015,189	2.68%

Immediacy as one of the elements of social presence theory was developed by (Wiener & Mehrabian, 1968). From the context of this study, it stands for any communicative and non-communicative behaviors that will make email users psychologically feel closer to fellow communicating entities. In other words, immediacy in virtual setting, is defined as the physical and verbal behaviors which decrease the psychological and physical distance among interactants (Baker & Oswald, 2010). Consequently, these three factors namely: prompt feedback, approachability and similar personality according to Messages & Mehrabian (1971); & Asiri (2013) are conceptualized in this study as dimensions of immediacy concept.

Besides immediacy concept, another possible concept this study considered as one of its independent variables was user motive. User motive concept is an element taken from uses and gratification theory (UGT), which is the second theory used for supporting and complementing social presence as the main theory of the study. Uses and gratification theory (UGT), is an approach used by a socio- psychological communicators to explain why people use media and what they use the media for (Katz, Blumler & Gurevitch, 1973a). The theory opined, that users of communication media are mindful of their social and psychological desires and are always interested in finding a particular media that will gratify their desires (Katz et al., 1973a). Furthermore, the theory presented various motives behind media users choosing a particular media to satisfy their individual desires (Katz, Haas & Gurevitch, 1973). Thus, cognitive needs, social integrative needs and personal integrative needs are the three dimensions of user motive concept this study evaluated.

The key constructs discussed above were examined among academic staff in southeast Nigeria public universities to see if they may contribute towards achieving communication satisfaction via email. Public universities in the context of this study implied both federal and state universities established and managed by government. Therefore, the research specifically focused on public universities and its academic staff located in the South East Nigeria as the respondents.

1.2 Statement of the Problem

The numbers of internet subscribers in Nigeria have been intensified after 2007. Statistics showed that in 2007, Nigeria had only 9,962,224 internet subscribers. Whereas after 11 years interval, the numbers of internet subscribers tremendously increased to 103 million users as at May, 2018 (Nigerian Communications Commission, 2018). Subsequently, before and after series of general elections that took place in Nigeria from 23 February to the month of March, 2019, the internet subscribers' numbers escalated to 122,292,079 out of over 200,000,000 populations (African Internet Users Statistics, 2019).

The positive impact of this internet service was also conspicuous among Nigerian university academic staff, especially through constantly using email as one of its products in discharging their duties (Bankole, 2013; Olatokun, 2017; Tiwari, 2016).

However, the problem is that several mediums of communication used in school management, which email is the predominant among them, have been faulted to be ineffective communication networks for organizing and motivating one another (Mukoroi, 2013). Thus, the scholar pointed that, “in recent times, Nigerian educational institutions have experienced disharmony, instability and other forms of industrial conflict. This situation has resulted in low productivity in the schools. Most of these problems have been as a result of poor communication” Consequently, attention was specifically given to email in this study since study conducted in Nigeria has identified it as most media used by academic staff for dispatching information irrespective of being a traditional media (Olatokun, 2017; & Tiwari, 2016).

There is also theoretical issue this study aimed to fill up in terms of employing social presence theory in email related study. Thus, social presence theory propounded by Short, Williams, & Christie (1976) was employed in the study towards improving communication satisfaction. The theory was used because it has an element called immediacy and this variable focused on the use of communicative and non-communicative behaviours for substituting and minimizing both physical and psychological remoteness among individuals who communicate via virtual medium for reaching satisfactory communication (Al Ghamdi, 2017). Moreover, past studies conducted by previous scholars in similar field of studies towards improving effective and satisfactory communication via immediacy construct; seemed to focus more on other asynchronous virtual communications such as online distant learning platform, online discussions’ channels, facebook forum and not yet studied through email mode of interaction (Brooks & Young, 2016; Conrad, 2016; Sarapin & Morris, 2015). Therefore, this study aimed to employ this immediacy element from the social presence theory as the main and dominant theory of the study towards ascertaining its influence on communication satisfaction via email.

However, the uses and gratification theory developed by Katz et. al (1973) was equally applied in this study to complement social presence theory as the main theory via integrating user motive as its element. It was employed because, the concept also emphasized that the motive behind using a specific media, gratifies desire and not the media itself (Dermentzi, Papagiannidis, Toro; & Yannopoulou, 2016). Additionally, past studies have also proved user motives as predictors to effective and satisfactory communication in other virtual medium such as social media, YouTube, link sharing tools apps, nevertheless, such study appeared lacked in email usage scenario (Khan, 2017; Sun, Sheng, Gu, Du, & Min, 2017; Zolkepli & Kamarulzaman, 2015). Thus, by integrating user motive element in this study, it will equally assist in filling the theoretical gap in the main theory of the study.

Communication satisfaction used as the dependent variable of this study is an element taken from both social presence theory and the uses and gratification theory since both theories have it in common as one of their concepts. Communication satisfaction was defined as vital concept that brings about connections between managers and corporate firms due to its ability to effect managerial outputs such as performances, commitments and improvement of entire organizational productivities (Clampitt & Downs, 1993). Agnihotri, Dingus, Hu, & Krush (2016); Horzum, (2015); Kim,

Chang, Park, & Lee (2015); Luo & Remus (2014) equally established satisfactory communication as a factor that brings about continuance in engaging on virtual media such as online learning forum, virtual business-to-business scenario, web-based information services usage, smartphone users' loyalty etc. However, it seemed not yet applied in email related study. Therefore, there is still need to fill in the knowledge gap in communication satisfaction by ascertaining if certain factors might influence it via email mode of interaction, especially through integrating immediacy and user motives factors in this current study.

Furthermore, literary reviews outcomes from various asynchronous virtual communications studies showed that these concepts were yet to be evaluated via email related mode of communication. Besides, most of the studies were equally conducted in other developed countries and not yet in Nigeria as an emerging society (Hung & Chou, 2014; Hughes, 2014; Bi, Fussell, & Birnholtz, 2014; Alshuaib, 2014; Karahoca, Karahoca & Kurnaz, 2016; & Schroeder et al., 2016). Consequently, by applying both immediacy and user motive concepts in email virtual mode of communication will also go a long way in filling the existing knowledge gap.

Therefore, the purpose of this study is to evaluate the impact of immediacy and user motive factors on communication satisfaction via email among academic staff in Southeast Nigerian public universities.

1.3 Research Questions

1. What are the email usage patterns among academic staff in Southeast Nigerian public universities?
2. What are the email management patterns among academic staff in Southeast Nigerian public universities?
3. What is the level of communication satisfaction via email among academic staff in Southeast Nigerian public universities?
4. Are there differences in communication satisfaction via email by users' demographic factors?
5. Are there relationships between immediacy factors and communication satisfaction via email among academic staff in Southeast Nigerian public universities?
6. Are there relationships between user motive factors and communication satisfaction via email among academic staff in Southeast Nigerian public universities?
7. Are there contributions of both immediacy and user motive factors on communication satisfaction via email?
8. What are the perspectives of academic staff towards enhancing immediacy and user motive factors for communication satisfaction via email?

1.4 Research Objectives

The general objective is to evaluate the impact of immediacy and user motive factors on communication satisfaction via email among academic staff in Southeast Nigerian public universities.

1.5 Specific Objectives

1. To identify email usage patterns among academic staff in Southeast Nigerian public universities.
2. To identify email management patterns among academic staff in Southeast Nigerian public universities.
3. To identify level of communication satisfaction via email among academic staff in Southeast Nigerian public universities.
4. To examine the differences in communication satisfaction via email by these users' demographic factors (gender, age, Job status, educational level, working experience years) among the respondents.
5. To determine the relationships between these immediacy dimensions (prompt feedback, approachability, similar personality) and communication satisfaction via email among academic staff in Southeast Nigerian public universities
6. To determine the relationships between these user motive factors (cognitive needs, social integrative needs, personal integrative needs) and communication satisfaction via email among academic staff in Southeast Nigeria public universities.
7. To determine the contributions of immediacy and user motive factors on communication satisfaction via email.
8. To investigate how immediacy and user motive factors would be enhanced for communication satisfaction via email from the perspectives of academic staff in Southeast Nigerian public universities.

1.6 Significance of the Study

The findings of this study will contribute towards understanding how communication satisfaction through email can be achieved among academic staff in South East Nigerian public universities and other universities; as well as other email users. The study will equally throw more light on how immediacy and user motives factors would be enhanced towards attaining communication satisfaction on other asynchronous computer mediated communications (CMC). Furthermore, it will add knowledge to existing communication issues at both individuals and institutional levels. Moreover, the findings will be of uttermost importance towards directing other users or similar mediated asynchronous communication users on usage patterns that would be effective for them. Though researches on (CMC), especially asynchronous ones, have been earnestly developed and the findings already demonstrated to have positively contributed a lot in various spheres in the western countries, however, in Nigeria, such specific researches on asynchronous CMC and its development are still lacking.

Therefore, the findings of this study will provide an additional knowledge on how immediacy and user motives factors might serve as predictors to communication satisfaction via email among academic staff and other users. Besides, the findings of this study will equally provide insight on the areas of computer mediated communications issues in Southeast Nigerian public universities and other higher institutions within the country through emphasizing on factors that might influence communication satisfaction, especially asynchronous virtual ones.

From practical perspectives, the findings will add knowledge and providing new insights on ICT usage guidelines, especially on how communication satisfaction could be achieved through applying immediacy and user motive factors. From the university perspective, the management may adopt and implement the outcomes of this study towards enlightening its academic staff, on how these communicative behaviours factors will help in reaching communication satisfaction and in changing their perceptions, especially among some of them who are still laggards on asynchronous CMC usage and other communication technologies. Moreover, the findings of this study might serve as reference for ICT and asynchronous CMC policy makers in making effective policies towards electronic communications in Nigeria.

Finally, from the theoretical perspectives, the outcomes of this study will give a better understanding on the development of human communications through email. Besides, the study will also bring about some insights by adding more concepts on existing social presence theory through integrating user motive element from uses and gratifications theory towards influencing communication satisfaction via email.

1.7 Scope and Limitations of the Study

The scope of the study was on the impact of immediacy and user motives factors on communication satisfaction via email. Thus, other factors were not included for assessing communication satisfaction via email. Furthermore, the immediacy factors were limited to three dimensions consisting of prompt feedback, approachability and similar personality.

Whereas user motive factors were equally limited to three dimensions comprising cognitive needs, social integrative needs and personal integrative needs. Therefore, the study does not involve any comparisons with other new media nor face-to-face communication.

However, other factors equally examined in this study were differences by user demographic factors on communication satisfaction via email. These demographic factors were limited to gender, age, job status, educational level and working experience years according to the related study reviews. Moreover, the descriptive studies conducted in it were restricted to email usage patterns, email management patterns and level of communication satisfaction via email among the respondents.

Furthermore, how immediacy and user motive factors would be enhanced for communication satisfaction via email will be equally investigated from the academic staff perspectives. The aim of this is for supporting the outcomes of this study with the interviews section.

Finally, the respondents were limited to only academic staff in Southeast Nigerian Public Universities due to time, financial and other restraints. Thus, the findings of this study would only be eligible for generalizing the outcomes among academic staff in Southeast Nigerian Public Universities.

1.8 Definitions of Terms

The definitions of terms are very important for this study because they will assist the readers who are not familiar with the field of the study to get the overviews of the study and terms used in it. Thus, the definitions of terms were given below:

Email: In this study, email is the process of electronically disseminating communications from one technological devices to another via internet (Attar, Tulchinsky, Kemp, Wahbe, & Costanzo,2019).

Email usage patterns: In the context of this study email usage patterns is the period of usage, where and how both personal and work- related mails are balanced to avoid interfering with each other (Cecchinato, Cox, & Bird, 2015).

Email management patterns: In this study, email management patterns is specifically devising a means of managing bulks of incoming mails received by individuals email users (Almeida, 2014).

Immediacy: This is broadly defined as communicative behaviours that assist in minimizing both physical and psychological remoteness among individuals towards fostering relationship (Messages & Mehrabian, 1971). Whereas, from the perspective of this study, it is both verbal and non-verbal behaviours that help in reducing the psychological and physical distance among communicating entities who interact via email as asynchronous virtual communication towards achieving satisfactory communication. However, immediacy concept was studied from three dimensions in this study and these comprised:

Prompt feedback: It is an act of cycling and recycling information, contents, dialogues, connections and denotation amid source and receivers without delays (Hunt & Sampson, 2006). However, from the context of this study, it is any verbal or non-verbal actions that will help to bring about quick responses among email users towards achieving the goals behind written contents without unnecessarily interruptions.

Approachability: Approachability from the written content perspective is being reachable, willfully dealing with apparent obstacles that might delay interactions and possessing the accurate verbal communication and attentive abilities (Sousa, 2015). While from the context of the study, it is observing clarity, politeness, well organized written and verbal communications, which signaled friendly and receptiveness while interacting via email.

Similar Personality: It is an act of accepting how several parts of characters collectively emerged as whole (Thibaut, 2017). Whereas from the context of this study, it is having dispositions and interactive styles that are related to communicating entities' own while interacting through email mode of communication.

Computer mediated communication (CMC) – In this study, computer mediated communication is defined by Card (2018) as communication between human that goes through electronic devices, which comprised both synchronous and asynchronous forms.

Asynchronous computer mediated communication: Ou & Davison (2016) defined it as a kind of communication that takes place via electronic devices when communicating entities may not be physical available for immediate replies. In other words, it implied that individuals are communicating at distinct time; therefore, communication does not take place in real time.

User Motive: User motive is the concept that contributes towards understanding the reason behind users of media choosing a particular media for satisfying specific needs (Katz, 1959). Nonetheless, from the contextual usage in this study, it is various motives that instigate using email as asynchronous computer mediated communication for gratifying precise needs. Nonetheless, user motive concept was equally studied from three dimensions in this study and these consisted:

Cognitive needs: Cognitive needs are apprehending either intellectual or perceptual processes which are used by human for analyzing and interpreting memory, perceptions, thinking and problem resolving in the manners they might be interrelated with behaviours (Savolainen, 2012). Whereas, from the context of this study, cognitive needs are the processes of getting information via email for the purposes of resolving intellectual, perceptual and problem related to intellectual motives.

Social integrative needs: Social integrative needs are socializing with friends, relations, family members, colleagues and others via media for satisfying social needs (Kim, Wang, & Oh, 2016). However, from the contextual usage in this study, it is disseminating information through email for the aim of gratifying various social needs.

Personal integrative needs: Personal integrative needs are using media for boosting individual's status, profession, achieving integrity and for stabilizing one's self

(Grund, Fries & Rheinberg, 2018). While from the perspective of the study, it is using email for resolving personal matters and satisfying personal desires.

Communication satisfaction: Communication satisfaction is a vital concept that brings about connections between managers and corporate firms due to its ability to effect managerial outputs such as performances, commitments and improvement of entire organizational productivities (Clampitt & Downs, 1993). However, from the contextual usage in this study, it is the total attitudes or expressive state surrounding the factors that influence a given situation over users' assessments regarding the responses they receive while interacting via email.

1.9 Conclusion

This chapter provided the background information to the research title, which centered on studying immediacy and user motive factors towards achieving communication satisfaction via email among its respondents. Problem statement and issues that elicited the study were equally elucidated. Thereafter, the significance of the study, which incorporated some justifications for carrying out the study among its respondents were equally established. It further discussed the scope and limitations of the study and eventually gave the definitions of terms used in the study.

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