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FREE-TO-AIR CHANNEL: USES AND GRATIFICATION OF USERS IN SABAH

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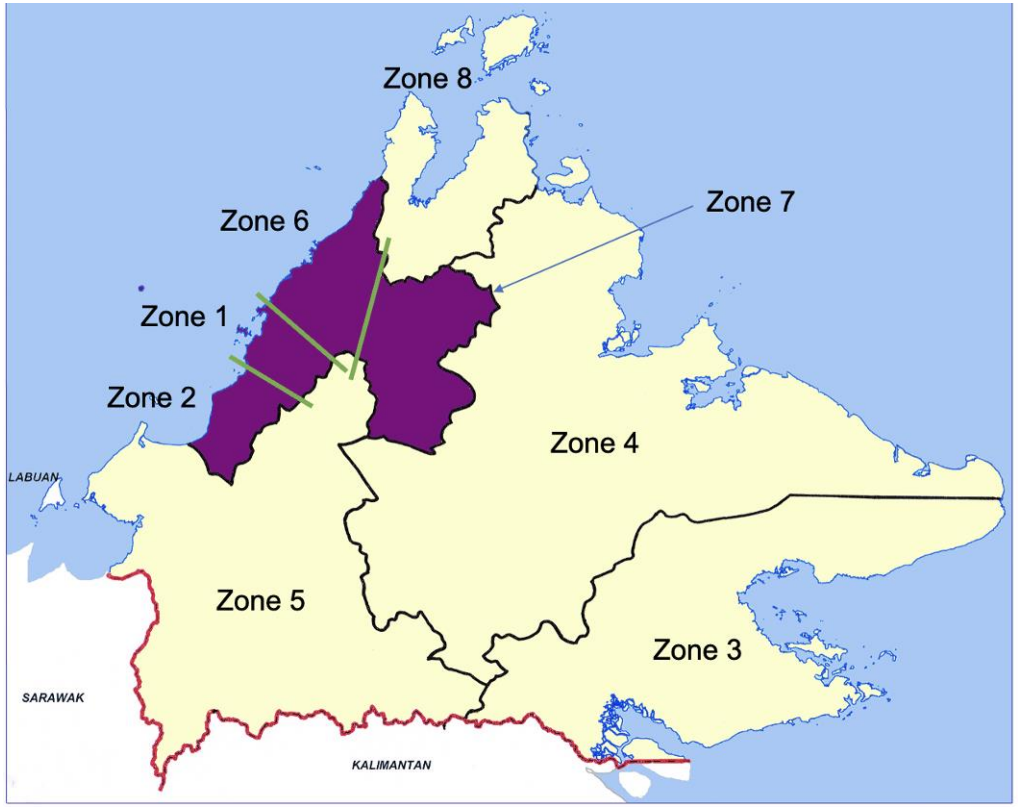
METHODOLOGY

- Quantitative methods
- Questionnaire distributed to Head of Family
- 384 respondents distributed equally to 8 different zones in Sabah and reached 533 respondents due to high demand
- Questionnaire administered with the assistance of enumerators from Sabah to establish linkages and identify the right respondents
- Distributed within 2 weeks
- Questionnaire using 5-point Likert Scale and translated to Bahasa Malaysia for easy and familiarity of respondents especially from rural area
- Questionnaire are reliable (Cronbach alpha – 0.918 to 0.979) and valid (KMO Bartlett – 0.861 to 0.961)
- Data analysis – descriptive and inferential
- 336 samples use FTA using normal access and 214 use Digital FTA using Set-top Box

METHODOLOGY

- Zone involved
  - Zone 1 - Kota Kinabalu and Penampang
  - Zone 2 - Putatan and Papar
  - Zone 3 - Lahad Datu, Kunak, Tawau and Semporna
  - Zone 4 - Kinabatangan, Sandakan, Beluran and Tongod
  - Zone 5 - Kuala Penyu, Beaufort, Sipitang, Tenom, Nabawan, Keningau and Tambunan
  - Zone 6 - Kota Belud and Tamparuli
  - Zone 7 - Ranau and Kundasang
  - Zone 8 - Kota Marudu, Kudat and Pitas



ANALYSIS & FINDINGS

Usage pattern of FTA TV among audience

- Highest Mean score – Seeking Entertainment (4.42) and Searching for health information (4.34)
- Medium Mean score – Searching for Religious information (4.12) and easy access of information (4.07)
- Lowest Mean score – Customer Online Transaction (3.51) and withdrawal from contact with family members/isolation (2.94)

ANALYSIS & FINDINGS

Motivation Factors to watch FTA Among respondents

- Highest Mean score – Has self confidence when interacting with family members (4.54)
- Medium Mean score – Cultural issues evokes the spirit of unity among family members (4.19)
- Lowest Mean score – Acknowledged by individuals for knowledge possessed (3.69)

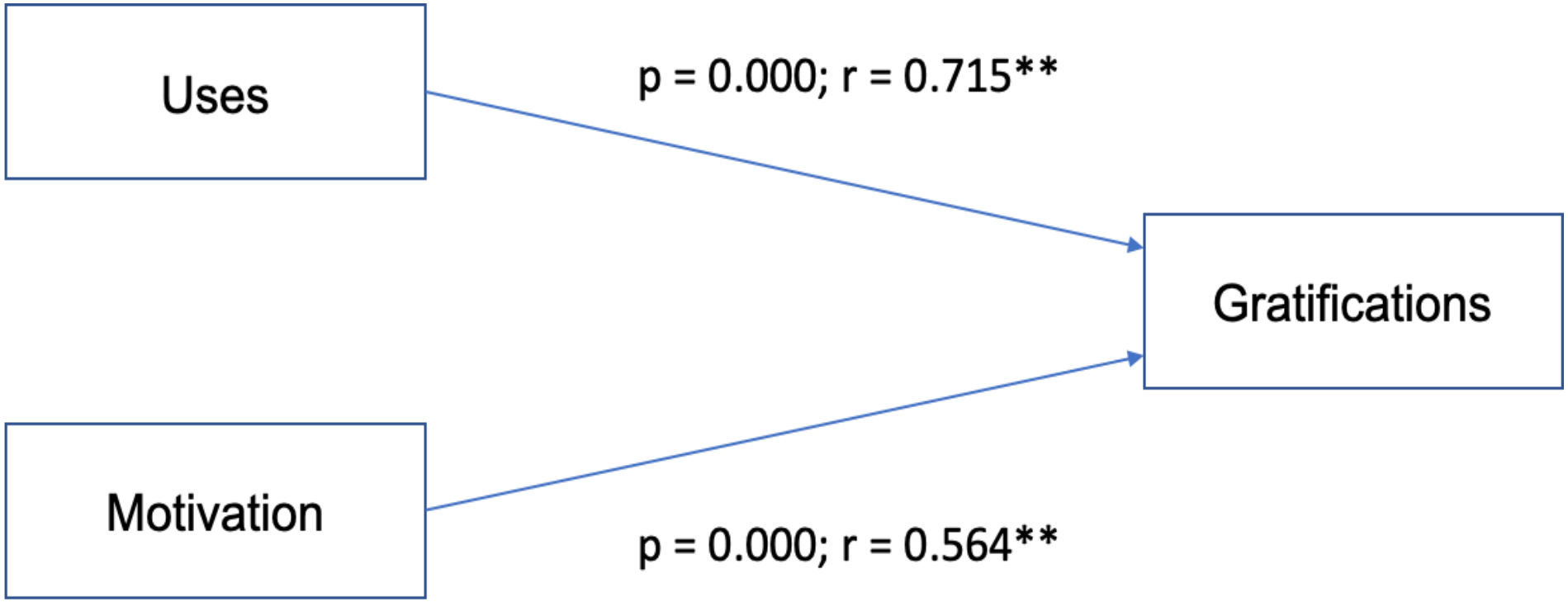
ANALYSIS & FINDINGS

Gratification Factors after watching FTA Among respondents

- Highest Mean score – Seeking Entertainment (4.41) and Searching for health information (4.40)
- Medium Mean score – Social utility channels (4.19) and releasing emotional stress (4.17)
- Lowest Mean score – Customer Online Transaction (3.77) and withdrawal from contact with family members/isolation (3.14)

ANALYSIS & FINDINGS

Relationship between Uses, Motivation and Gratification



ANALYSIS & FINDINGS

Mean Score Comparison between FTA and MyFreeview (MYTV via Set-top Box)

- Gratification among MYTV Users using Set-top Box is higher compared to Common FTA user via analog in all aspect except easy access to information
- 73.5% Non MYTV User ready to change to Digital FTA via Set-top Box
- Preferred TV Channels is TV3 for both Non MYTV Users (4.39) and MYTV users (4.57) the lowest channels preferred is WowShop (3.38) and GoShop (2.92)
- Overall preferred channels – TV3 (entertainment), Berita RTM (news based), Sukan RTM (sports based), Drama Sangat (entertainment based)

ANALYSIS & FINDINGS

Other findings

- Zone 5 (Beaufort, Keningau, Tenom) and Zone 7 (Tamparuli, Kundasang, Ranau) indicate lower uses due to accessibility of signal – far from Digital Signal Tower
- Low motivation factors in Zone 8 (Pitas, Kota Marudu, Kudat) due to low education background
- Respondents preferred local channels and local content such as TVS in Sarawak
- Accessibility to basic facilities such as 24 hours electricity has been one of main factors user in certain area in Sabah did not utilized FTA and MYTV

ANALYSIS & FINDINGS

RECOMMENDATIONS & CONCLUSION

- Advertiser may focus on channels that has higher preferences – TV3, Berita RTM, Sukan RTM and Drama Sangat compared to other channels including NTV7, etc.
- Users preference are more towards local content and preferably content that use local dialect
- To increase signal, providers/government should provide more Frequency Tower to cover certain rural area with limited access due to location
- Providers should work closely with local agencies (Sabah Government), and Local Authority (PBT) to provide subsidized/Free Set-top-box to B40 groups especially in remote area of Sabah
- MYTV serve as a heart for family gathering, therefore, Set-top-box and TV should be installed at public area such as Balairaya, sharing space (living area) for certain rumah Panjang located in Tenom
- Local authorities may contribute in terms of providing generator set to generate electricity to 24 hours instead of certain hours at night