Communicate@MCMC and Broadcast Talk Series 1/2024

""Insights into Malaysian Television Consumption"

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FREE-TO-AIR CHANNELS: USES, MOTIVATION AND GRATIFICATION OF USERS IN SARAWAK

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Methodology

- Quantitative method
- Survey questionnaire
- Purposive sampling - adequate sample size.
- Multiple methods used for questionnaire distribution due to Sarawak's vast geographical area.

Research Design:

- Questionnaire focused on usage patterns, motivation, technological acceptance, and gratification.
- Aligned with the Uses and Gratification Model.

Research Instrument:

- 402 responses received, 18 discarded due to missing information.
- Final valid responses: 384, considered adequate for a confidence level of 95%.

Sampling:

Asajaya	20
Baram	1
Bau	6
Betong	7
Bintulu	36
Kanowit	3
Kapit	1
Kota Samarahan	59
Kuching	60
Limbang	8
Lundu	3
Miri	39
Mukah	66
Sarikei	4
Serian	25
Sibu	38
Sri Aman	8

- Reliability results above 0.8, considered good.
- Feedback from respondents during data collection used to improve questionnaire.
- Enumerators read questions aloud during physical data collection to expedite the process.
- Precautions taken to ensure no missing data during manual survey input.

Data Collection:

- SPSS (Statistical Package for the Social Sciences) used for statistical analysis.
- Descriptive and inferential analysis conducted to address study objectives.

Data Analysis:

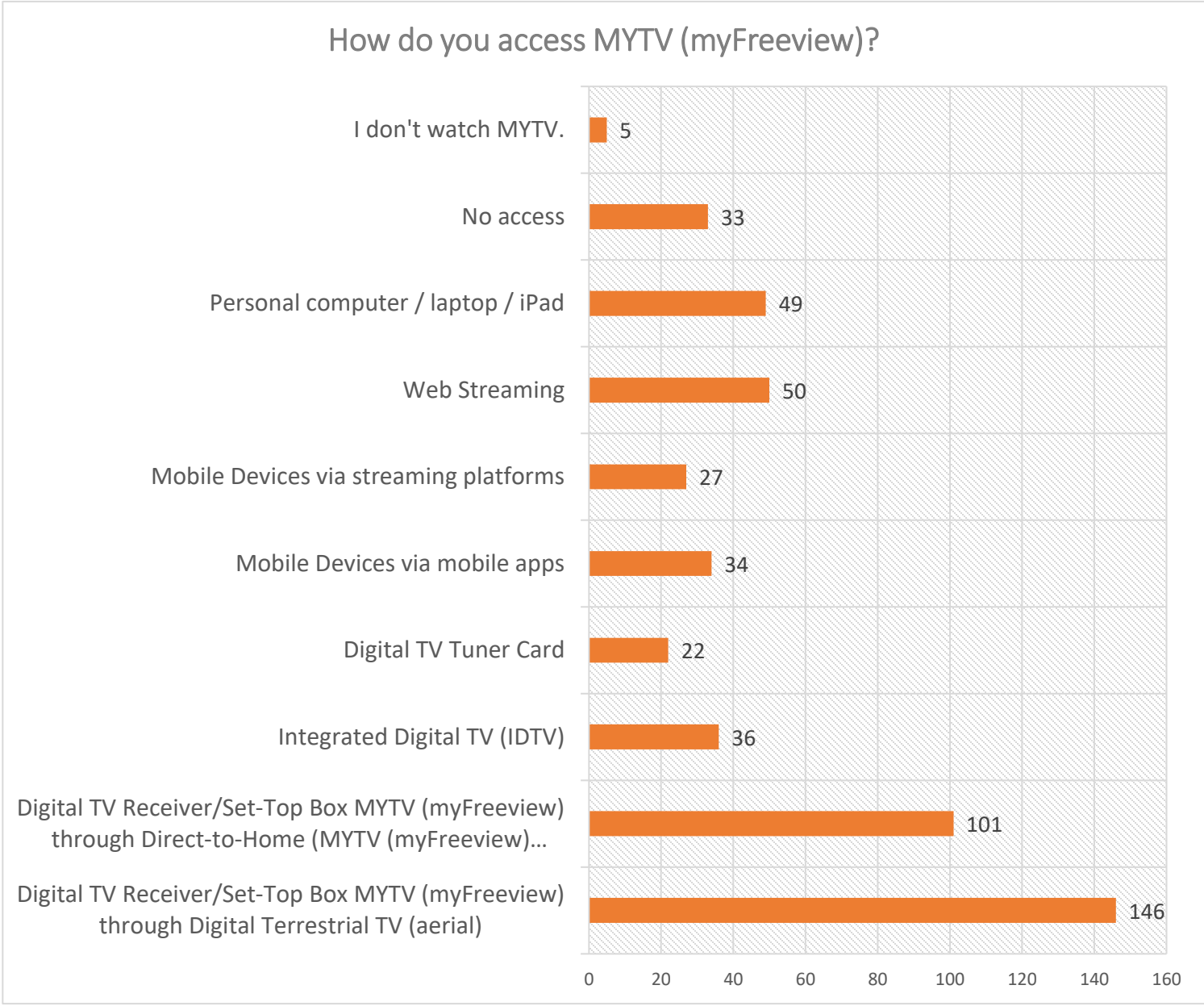
ANALYSIS & FINDINGS

Contents Covered

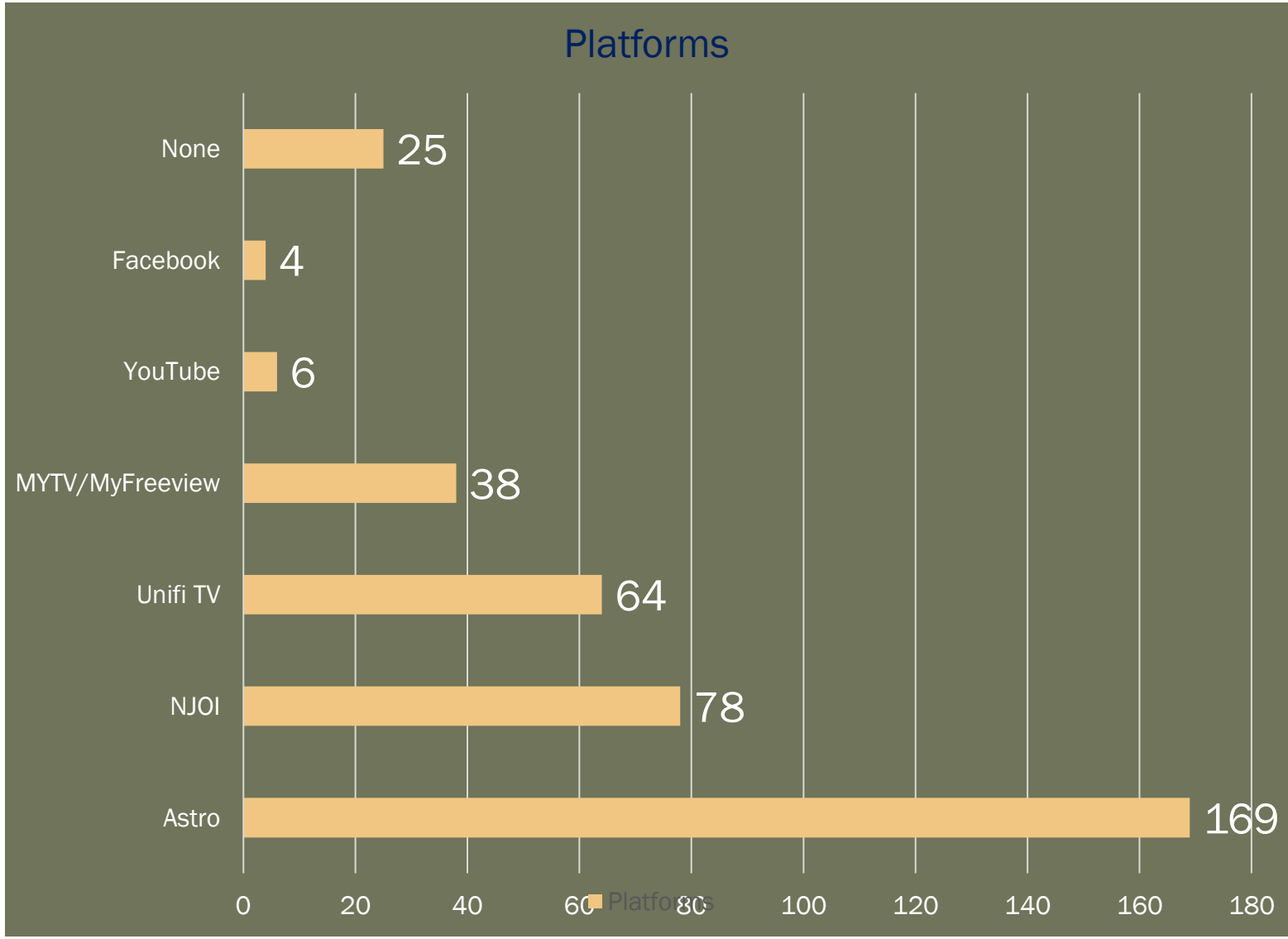
- Usage pattern of FTA TV among audience
- Preferred streaming services
- Preferred content genre
- Mean scores of usage pattern, motivational factors, and gratification level among users of MYTV in Sarawak
- Relationship between usage pattern, motivational factors, and gratification level of MYTV users in Sarawak
- Mediating role of technological acceptance in the relationship between usage pattern, motivational factors and gratification level of MYTV users in Sarawak

Usage

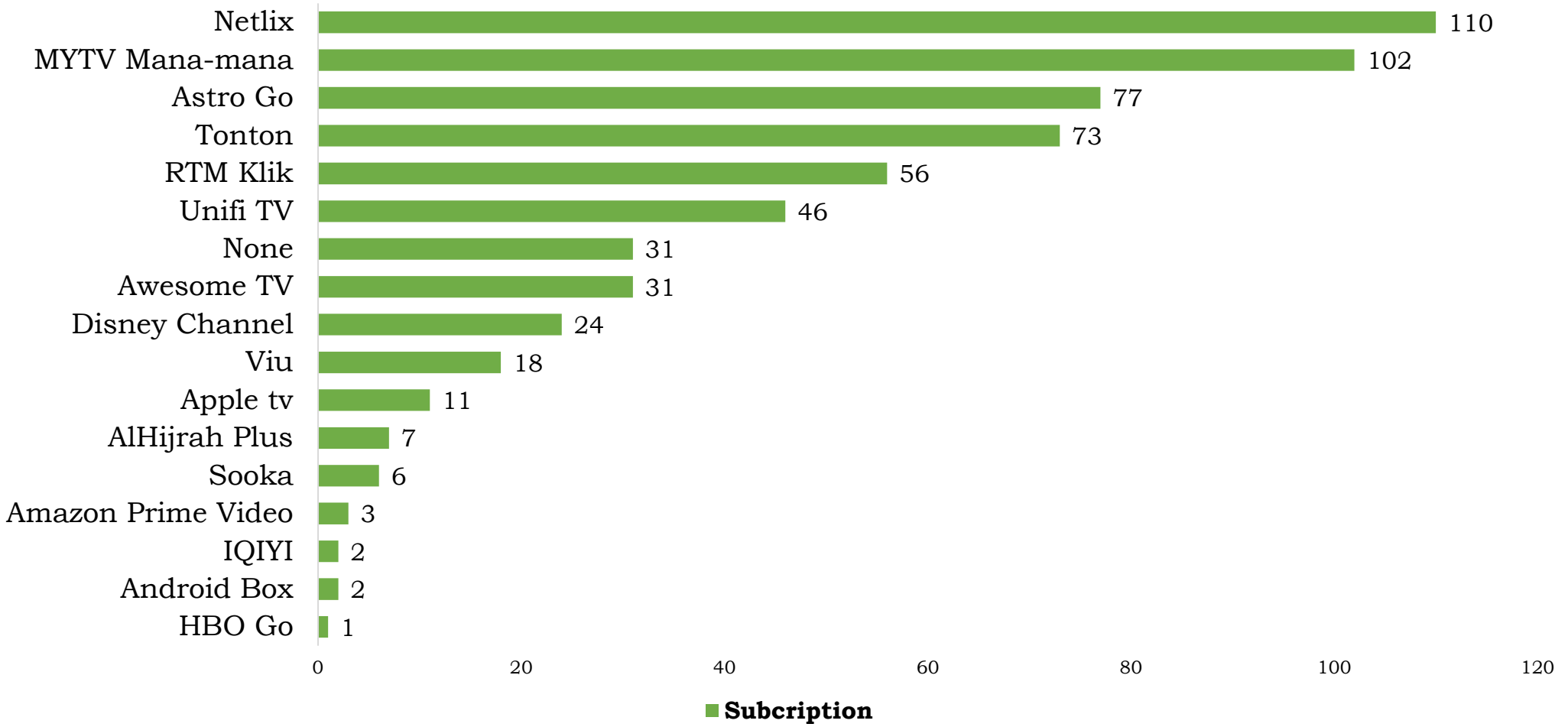
How do you access MYTV?



I watch free-to-air channels from the following platforms.



Subscription to the streaming services:



Stay up-to-date with current issues in the following categories:

Categories	N	%
World and Local News	284	74.0
Lifestyle, Health, and Well-Being	187	48.7
Economy	124	32.3
Food, Culinary, and Arts	123	32.0
Sports & Adventures	109	28.4
Politics and Public Affairs	107	27.9
Technical & Technological Information	83	21.6
Educational Programmes	71	18.5
Fashion, Beauty, and Trends	66	17.2

Content Genre:

Scale	RA	%	SC	%	EA	%	PA	%	CP	%
Strongly Disagree	38	9.9	7	1.8	6	1.6	7	1.8	9	2.3
Disagree	32	8.3	17	4.4	18	4.7	21	5.5	11	2.9
Slightly Disagree	27	7.0	19	4.9	17	4.4	21	5.5	18	4.7
Slightly Agree	77	20.1	73	19.0	85	22.1	75	19.5	59	15.4
Agree	153	39.8	180	46.9	170	44.3	182	47.4	193	50.3
Strongly Agree	57	14.8	88	22.9	88	22.9	78	20.3	94	24.5
Note:	*RA = Religious Activities; SC = Social Contents; EA = Economic Activities; PA = Political Activities; CP = Cultural Programmes*									

Favourite MYTV Channels:

Title	Number	%
TV3	164	42.71
TVS	159	41.41
Berita RTM	109	28.39

Preferred MYTV Shows:

Title	Number	%
News	293	76.30
Drama Series	219	57.03
Movies	211	54.95
Reality Shows	167	43.49
Documentaries	158	41.15
Talk Shows	104	27.08

Mean Scores - Uses, Motivation, Technological Acceptance and Gratification

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Dev.
Usage	384	1.00	6.00	4.6759	.91778
Motivation	384	1.00	6.00	4.5278	.97999
Technological Acceptance	384	1.00	6.00	4.5293	.85470
Gratification	384	1.00	6.00	4.7104	.86857
Valid N (listwise)	384				

Relationship between the uses, motivation, and gratification of MYTV users

		User_Avg	Gratification_Avg	Motivation_Avg
Uses_Avg	Pearson Correlation	1	.717**	.775**
	Sig. (2-tailed)		<.001	<.001
	N	384	384	384
Gratification_Avg	Pearson Correlation	.717**	1	.732**
	Sig. (2-tailed)	<.001		<.001
	N	384	384	384
Motivation_Avg	Pearson Correlation	.775**	.732**	1
	Sig. (2-tailed)	<.001	<.001	
	N	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

Mediating role of technological acceptance in the relationship between usage pattern, motivational factors and gratification

Variable/ effect	β	SE	t	p	95% Confidence Interval	
					LLCI	ULCI
UsagePat(UP) → TA (path 'a')	0.2500	0.356	7.0216	**.0000**	**.1800**	**.3201**
TA → Gratification (path 'b')	0.6548	.0382	17.1286	**.0000**	**.5796**	**.7299**
Effects						
Direct (path 'c')	.2500	.0356	7.0216	**.0000**	**.1800**	**.3201**
Indirect*	0.4246	.0532			**.3155**	**.5248**
Total	0.6747	0.340	19.8647	**.0000**	**.6079**	**.7415**

Variable/ effect	β	SE	t	p	95% Confidence Interval	
					LLCI	ULCI
Motivation → TA (path 'a')	.1957	.0410	4.7748	**.0000**	**.1151**	**.2763**
TA → Gratification (path 'b')	.6628	.0470	14.1101	**.0000**	**.5704**	**.7551**
Effects						
Direct (path 'c')	.1957	.0410	4.7748	**.0000**	**.1151**	**.2763**
Indirect*	0.4613	.0557			**.3567**	**.5731**
Total	0.6570	0.305	21.5693	**.0000**	**.5971**	**.7169**

RECOMMENDATIONS

Enhances knowledge for **researchers**
Provides actionable insights for **policymakers** to improve technology literacy
Guides **content providers** in tailoring products for increased user motivation.

Policymakers:

Taking proactive steps to facilitate the removal of adoption barriers hindering digital television access.

Future Researchers:

Focus on the comparative analysis of user preferences in border communities.

Incorporate a thorough analysis of cross-platform media consumption patterns

Service Providers and Content Creator:

Customization strategies to align their products with user motivation

Small Business Entrepreneurs (SMEs) and Advertisers:

Explore advertising opportunities and partnerships with content producers

Utilize digital channels like applications and online streaming services

Conclusion

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RESEARCH SHARING SESSION

Broadcast Talk Series

Acknowledges the socio-cultural heterogeneity of Sarawak and emphasizes the importance of customized communication strategies.

The study's objectives, focusing on uses, motivation, and gratification factors, align with the broader need for empirical research.

Provides valuable insights into the complexities of consumer behaviour in the digital television landscape.

Calls for future research to expand its scope and adopt a longitudinal approach

Adds to our knowledge of consumer behaviour in the context of digital television among Sarawakian MYTV subscribers.

Thank you

KUCHING

Kafe Dewi Laksa
Dewi Laksa
Laksa Normal
RM7.00
Laksa Pattaya
RM9.00
Belacan Bee Hoon Normal
RM7.00
Laksa Special
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Laksa Special Big
RM13.00
Laksa Pattaya Special
RM14.00
Belacan Bee Hoon Special
RM9.00
Extra Add-Ons

ASTANA