

CONSUMERS CONSUMPTION VALUES AND CONSUMER SATISFACTION TOWARD CONTINUOUS INTENTION TO VIEW DIGITAL VIDEO CONTENT

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Abstract

Digital video content has growing into a global business phenomenon during last few years, the prosperity and success of digital video contents heavily relies on the continuance usage of consumers. This study aims to examine the relationship between consumer consumption values and consumer satisfaction towards continuous intention to watch digital content. We collected quantitative data via an online survey disseminated to a total of 215 respondents among young digital video consumers in Malaysia, and the data was analyzed using SPSS/PLS-SEM. The findings revealed that the functional value, entertainment value, perceived usefulness, and confirmation were significant determinants of consumer satisfaction. Meanwhile, social value and informative value were found to be insignificant to consumer satisfaction and social media usage was found to not strengthen the relationship between consumer satisfaction and continuous intention. The findings could help video content providers to understand consumers' preferences as well as marketers and organizations to use and adapt these factors in their marketing strategies to improve video content creation so it can be more effective and attractive to consumers' needs and preferences. This is one of the few studies that implied social media usage as a moderator towards continuous intention to view video content with the integration of two theories that were Theory of Consumption Value and the Expectation of Confirmation Model.

Research paper

Keywords: Satisfaction; Continuous Intention; Social Media Usage; Theory of Consumption Values; Expectation Confirmation Model

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Introduction

Digital marketing is the process of engaging, delivering, and understanding customers using digital media channels to increase market awareness and revenue (Chaffey & Smith, 2017). The development of digital channels such as social media, websites, and blogs has overlapped traditional channels such as magazines, radio, and television, followed by an abundance of ways for companies to communicate, making it challenging to decide how and what is the most effective way to communicate with consumers and making Integrated Marketing Communications (IMC) even more important (Batra & Keller, 2016). Digital media customers learn about products and services via marketers' excellent content. Digital content marketing (DCM) is a common idea in digital marketing to assist businesses to interact with consumers (Econsultancy and Adobe, 2018). A well-designed content strategy is vital for developing effective marketing material, and it begins with the content baseline (Paradova, 2018). According to a study by Beets and Handley (2018), 86% of B2C firms use content marketing, while video-based content marketing has drawn customers more than blogs, social media postings, photos, newsletters, interactive articles, or podcasts (Global Consumer Survey, 2016). 88% of video marketers surveyed said videos gave them a favorable Return of Investment (HubSpot Video Marketing report, 2020).

Digital content marketing contributed \$9.3 billion to 2019 e-commerce expenditure (Hootsuite Research, 2020). In Malaysia, it has spent one-third of its entire media budget on digital advertising and content marketing, leading the market as a growing idea and strategy headed by Astro, Ogilvy & Mather, Lazada, Shopee, and other e-commerce (Get Craft's Malaysia Con-

tent Marketing Report, 2018; Ngui, 2020). According to digital survey in January 2020, 83% of the population in Malaysia is an internet user, 98% of this percentage views videos online and 88% watch on mobile. Malaysia's government has given RM 35 million to assist foster the digital marketing industry, notably digital content marketing, under the National Economic Regeneration Plan (PENJANA). This initiative aims to assist local talent to develop great material via creativity and innovation (BusinessToday, 2020).

One of the challenges of video content marketing is how to emulate consumers' changing tastes and interests while conserving money (Marketing Insider, 2019). Only 45% of organizations that have used content marketing have subscribed to audiences, indicating good customer retention (Institute and Marketing Profs, 2019). Business marketers that create outstanding video content nowadays may gain perspective on clients' undivided attention globally (Malaysia Digital Landscape, 2019). In DCM, content has a true and honest aim to bring value to the customer's life and retain consumer retention (Hollebeek & Macky, 2019).

Previous research on digital content simply explored the kind of material (Li et al., 2022; Sihare, 2018), podcast (Rohden et al., 2023; Lodgberg & Wahlqvist, 2020), or e-commerce platform (Alkis & Kose, 2022) (Ngui, 2020). Several studies on digital content marketing focused on how it affected customer engagement, brand attitudes, and brand loyalty (Zhao et al., 2022; Imran Khan, 2021; Eshiett et al., 2022) (Muller & Christandl, 2019; Hollebek & Macky, 2019; Lou et al., 2019). However, there is a lack of study focus on consumer consumption values to influence customer satisfaction and retain consumers (Hwang & Lee, 2022; Jumaan et al., 2020; Lou et al., 2019; Dana

et al., 2022; Saedikiya et al., 2023). Satisfaction is a key variable for customer loyalty since the consumer must be happy with the product or service before becoming loyal and buying it again (Suharto et al., 2022) (Poromatikul et al., 2019). Research on how digital content marketing influences consumer's characteristics like customer satisfaction and intention to view video content before choosing to be loyal to a product or service is rather limited (Ansari et al., 2019). User satisfaction and continual intention on technology use or digital product are crucial to be examined (Franque et al., 2022) (Jumaan et al., 2020). In addition, there is a paucity of study in video content studies on the digital consumer in Malaysia which is one of the growing digital markets in Asia (Gaber et al., 2019; Digitalinfluence, 2020).

In another study examining the relationship between personal satisfaction and consumer perception values such as functional, social, informative, and entertaining, the study was inadequate to elaborate on and support the satisfaction variables, according to Expectation of Confirmation Model (ECM) (Ashraf et al., 2019; Lou et al., 2019). The Previous study has shown that social media usage may moderate the association between personal happiness and a customer's inclination to select digital material (Narangajayan et al., 2017). There is a lack of research on the relationship between value perception, customer satisfaction, and consumer intention to watch digital video content which is moderated by social media (Joo et al., 2020).

Based on the aforementioned, it is crucial to examine the relationship between customer consumption values, customers' satisfaction and continuous intention to view digital video content. This study aims to examine the relationship amongst functional, social, informative, entertainment, perceived

usefulness, confirmation toward consumer satisfaction and customer continuous intention to view digital content. The integration of Theory of Consumption Values (TCV) and Expectation of Confirmation Model (ECM) are formulated and incorporated to achieve the objectives of this study.

This research was organized as follows: Section 2 describes the construction of theories and models, Section 3 outlines data gathering and sampling, and Section 4 presents the study outcomes. Section 5 examines the contributions of the research, and presents study limits and future researcher recommendations. Section 6 summarizes the research.

Literature Review

Theory of Consumption Value (TCV)

The TCV is defined as how consumers choose to consume or not to consume (purchase or not purchase) a specific type of product or services (Sheth, 1991). Consumption value is defined as the consumer's overall assessment of the usefulness of products and services (Hänninen & Karjaluoto, 2017). The assessment is based on the benefits that consumer receive through the consumption process (Khan & Mohsin, 2017). The whole process of how consumers perceive the utility of products or services has an important effect on future decision-making processes (Fang et al., 2016).

Functional, social, emotional, epistemic, and conditional value are the variables mentioned and discussed in the TCV (Sthapit et al., 2019). Figure 1 below shows all variables mentioned in TCV in relation to the personal market choice behavior (Gaskill & Sheth, 2004). The perceived benefits which acquired from a consumption choice's utilitarian or physical performance are

defined as functional value (Lou & Xie, 2020). The perceived utility on profile choice imagery which obtained from an alternative's association with one or more specific social groups is defined as social value (Sthapit et al., 2019). While for epistemic value, it is described as benefits obtained during the consumption process through consumers' ability to extract and understanding the information and knowledge from a product or service (Lou et al., 2020). Furthermore, emotional value refers to positive and negative feelings or state of mind associated with a consumption behavior (Sthapit et al., 2019). As for the last variable, conditional value is considered as an influencing factor towards functional and social values, which is highly depended on certain situation, in details conditional value is served as perceived benefits obtained from the circumstances faced by consumers, which depends on specific conditions in certain amount of time (Sheth, 1993; Lou & Xie., 2020). In another case, definition of conditional value is treated more likely a unique and distinctive case of the other four values than being an actual value dimension (Cheng, 2009). In the research about brand content marketing and hotel application, general application on value perception of digital content marketing has been implemented while discarding conditional value (Sthapit et al., 2019; Lou Xie., 2020). In this research, the study also implied that conditional value is more likely a special case of the other four values than being an actual value dimension and thus excluded when examining consumers' perceived values of video content consumption.

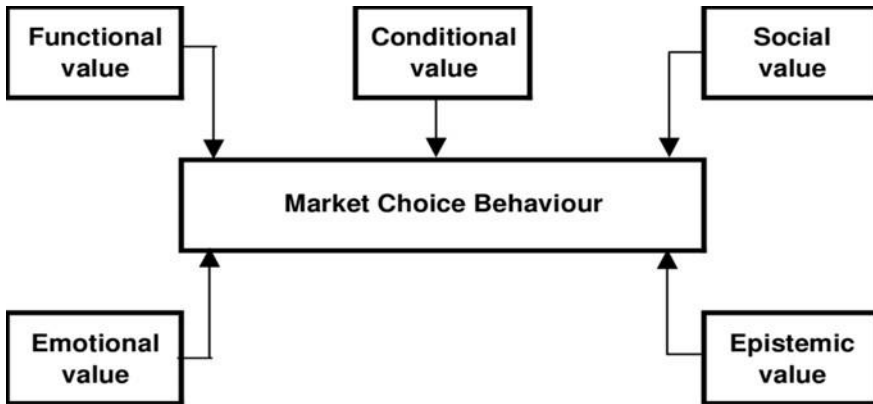


Figure 1. Theory of Consumption Value (TCV) (Sheth & Gaskill, 2004)

The similarities of epistemic value and informativeness of product offers are found in similar research regarding digital content, where informative value in digital sector refers to digital contents' ability to fulfill consumer needs by providing new, timely, useful and valuable information about a product/brand (Lou & Xie, 2020). Under the same dimension, emotional value also captures the element of entertainment in a product or service with a goal to satisfy consumers' needs (Gaber et al., 2019). Given above explanation about epistemic and emotional values, the similarities in the digital content marketing context could be explained whereby the informative value corresponds with epistemic value, whereas entertainment value corresponds to emotional value (Lou & Xie., 2020). The previous research revealed that informative and entertainment value are preferable variables rather than emotional and epistemic values since they are more relevant and commonly implemented for examining the consumer's perception value in digital video content platforms contexts, such as YouTube and Instagram (Dehghani et al., 2016; Yang al., 2017; Lo et al., 2019; Gaber et al., 2019). Both variables have

similar measurement items, where they intend to adopt variables from informativeness and entertainment value of a digital content (Lou and Xie, 2020). Capturing the broader and more comprehensive classification of consumption value and analyzing different kinds of service and product are the objective to be focused in adapting informative and entertainment variables (Lou et al., 2019). It is still open to criticism about the validity of a dimensional measure of consumption value variable based on the assumption where consumers have the same understanding meaning of a value, while utilizing perceived value could overcome the validity issues for multidimensional aspect (Chen et al., 2017).

Expectation Confirmation Model (ECM)

The ECM is a conceptual model which focuses on how consumer retention and continuance intention behavior through cognitive processes are related to information technology usage with the integration of technology acceptance model and expectation confirmation theory (Bhattacharjee, 2001). Precisely, ECM is composed of four variables which are confirmation, perceived usefulness, satisfaction, and continuance intention (Ashraf et al., 2020). Confirmation is defined as the compatibility between expected and actual performance of an information technology (Al Mamun et al., 2020) while perceived usefulness is defined as a measurement of consumers' benefits obtained from IT usage (Jumaan et al., 2020). The consumers' personal assessment of information usage that creates positive emotional state is defined as satisfaction. Variable such as continuance intention is important to measure the willingness of a consumer to continue with the consumption behavior towards the information technology as product or services (Jumaan et

al., 2020). In ECM, if a consumer's expectation is confirmed during digital consumption behavior their level of satisfaction and perceived usefulness will increase (Ashraf et al., 2020). Choi et al. (2019) concluded that confirmation and perceived usefulness were proven to have a direct effect on satisfaction. Besides, some researchers confirmed that ECM is appropriate to explain the acceptance, continuance usage or post-adoption of a technology (Al Mamun et al., 2020 & Jumaan et al., 2020).

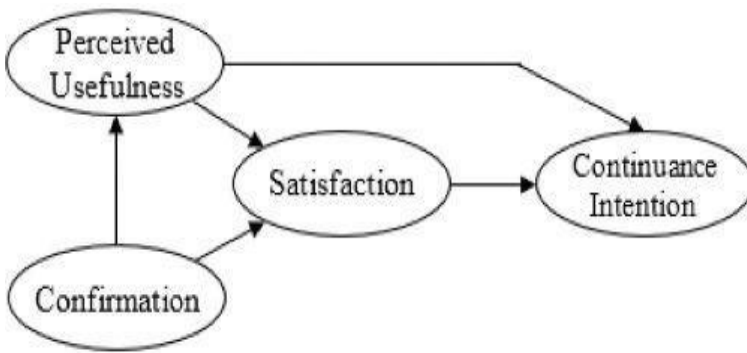


Figure 2. Expectation of Confirmation Model (ECM) (Bhattacharjee, 2001)

Figure 2 above shows the relationship between perceived usefulness and confirmation towards customer satisfaction in ECM. Findings in mobile social application showed that perceived usefulness have a significant and positive influence towards the satisfaction in post- adoption behavior and consumers rely on the information technology offered to their daily life (Hsiao et al., 2016). In information technology services research, findings showed that confirmation and perceived usefulness have significantly impact both on cognitive and emotional components of satisfaction (Al Mamun et al., 2020). The findings from a past study about traveling application showed that users' perceptions of usefulness is important for the escalation of user satisfaction and

continuous intention in using travel application in the future (Choi & Wang, 2019). Lastly, online commerce platforms research findings showed that both satisfaction and post-adoption beliefs such as perceived usefulness and perceived decision quality were significant drivers towards customers' intention to continue using online product application (Ashraf et al., 2020). Thus, in this study, the variables of perceived usefulness and confirmation as independent variables towards customer satisfaction in digital video content will be determined.

The Relationship between Functional Value and Consumer Satisfaction

Functional value is commonly related to practical and physical elements such as stability and reliability as the main drivers of consumer's choice (Sheth et al., 1991). The value obtained from the functional, utilitarian, or physical performances is defined as functional value (Sthapit et al., 2020). The implementation of functional value is able to evaluate how social digital media platform performance serves as a reliable information source (Lou & Xie, 2020). Previous research in branded product found that functional value of brand media channel (YouTube) contributed to shape the consumer experience through information sharing process and can provide value to increasing consumer satisfaction based on the evaluation about reliability of a product digital channel (Lou and Xie, 2020). Previous research in the study of consumption values towards Airbnb application usage showed that functional value influenced the customer satisfaction when accommodation booking process in Airbnb offered consumers functional benefits in terms of economical and reliability aspect (Sthapit, E et al., 2020). In another paper about

online shopping behavior, functional value was pictured into three dimensions (monetary, convenience, and security value) and played a significant role towards consumer satisfaction in adopting mobile online shopping (As-sarut, 2018). Thus, this study proposed a hypothesis as follows:

H1: There is a positive and significant relationship between functional value and consumer satisfaction toward digital video content.

The Relationship between Social Value and Consumer Satisfaction

Social value is defined as perceived benefit obtained from the relation or alternative association with one or more specific social groups (Sheth et al., 1991). The value improves a personal social image from the utilization or consuming behavior of a product or service is described as social value (Papist, 2018).

A previous study in green information technology adoption research which investigated consumer intention to use green IT product implied that social value is significantly and positively affecting users' satisfaction (Ali et al., 2019). Research in green hotel tourism that studied consumer intention to visit green hotel through consumption value found that social value has a strong influence on travelers' satisfaction (Wang et al., 2018; Arbabi et al., 2022; Bashir et al., 2023; Yakubu et al., 2022). Previous research in a brand YouTube video channel showed that social value is a significant and positive influencing factor in satisfying consumer experiential evaluation toward YouTube video especially on low-product involvement video content. (Lou and Xie, 2020). Also, research in green-efficient product that examine the influence of consumption values toward customer satisfaction showed that

social value positively influences consumer satisfaction within energy- efficient appliances (Issock et al., 2019). Hence, the following hypothesis can be proposed:

H2: There is a positive relationship between social value and consumer satisfaction toward digital video content.

The Relationship between Informative Value and Consumer Satisfaction

The perceived value of a digital content in fulfilling new, timely, useful, and valuable information about a product or service towards potential consumer is explained as informative value. During that informative process, a consensus is emerging and leads to satisfy feeling when consumers' feelings and needs, aligned with consumer expectation in the post- consumption process (Ducoffe, 1996). Moreover, informative value refers to the role of product or service in providing information about the product and brand alternatives, which can help consumers to make informed decisions and in turn boost customer's post-purchasing satisfaction (Lou et al., 2019).

Previous research on Instagram digital content platform showed that when consumers believe a digital content in Instagram could give them good, useful, and important information, will improving consumer positive satisfaction in that digital content (Gaber et al., 2019; Moghadamzadeh et al., 2020; Ebrahimi et al., 2021, 2022; Salamzadeh et al., 2022). Besides that, the previous studies on investigating the implication of online video to digital consumer behavior showed that informative value has a positive and significant influence towards customer satisfaction response in online video sharing service (Yang et al., 2017). Similarly, previous research on video platform rela-

tion toward consumer behavior in specific tourism context showed that informative value has a significant and positive relationship with customer satisfaction review and response associated with digital content value (Hamouda, 2018). In research about product video channel, findings showed that informative value contributed a significant effect for positive customer satisfaction on high-involvement product rather than low-involvement product digital video content (Lou and Xie, 2020). Thus, this study proposed a hypothesis as follows:

H3: There is a positive and significant relationship between informative value and consumer satisfaction toward digital video content.

The Relationship between Entertainment Value and Satisfaction

Elements of enjoyment or emotional feeling that a consumer or a person perceived during consumption behavior is referred to entertainment value (Lou et al., 2019). During consumption of product or service consumers' response could be positive or negative where it could be translated as a sense of satisfaction or disappointment (Sreeram et al., 2019).

Based on previous research in online grocery shopping, entertainment value has been found to have direct as well indirect influence in creating customer satisfaction while using online grocery platform (Sreeram et al., 2019). In the similar research of digital content marketing, the findings showed that elements of enjoyment and entertainment were the most crucial variable of video content in shaping consumer satisfaction evaluation (Lou and Xie., 2020; Nejati et al., 2011; Salamzadeh & Markovic, 2018). In previous digital content platform studies about how digital content value and personalization in Instagram affected consumers' respond toward a brand, the findings

showed that entertainment has a positive and significant influence in shaping customer's satisfaction while using Instagram platform (Gaber et al., 2019). In previous studies on how YouTube video influenced the consumer shopping behavior, the findings showed that if consumer believe a video content could give them enjoyment, excitement, and pleasant feeling through watching video content, it helped to increasing the level of consumer satisfaction (Yang et al., 2017). Thus, this study proposed a hypothesis as follows:

H4: There is a positive and significant relationship between entertainment value and customer satisfaction toward digital video content.

The Relationship between Perceived Usefulness and Consumer Satisfaction

Perceived usefulness on information system is defined as a rational mindset of a consumer's perspective to the expected benefits of usage activity (Davis, 1989; Bhattacharjee, 2001; Venkatesh et al., 2011). When a product or service consumed by the user has perceived to be useful, their levels of satisfaction and continuance intentions are expected to be high (Nam et al., 2018).

In research about mobile social application that examining the influential factor in continuance intention of social application use by integrated with consumer value perspectives, perceived usefulness was found to have a significant influence on satisfaction (Hsiao et al., 2016). In the research about online retailing platform, perceived usefulness was found to have a direct effect towards customer satisfaction, the study indicates that if the customer believed the online platforms would improve their effectiveness and productivity it would positively affect their satisfaction (Ashraf et al., 2020; Salam-

zadeh et al., 2022;). In a research of digital travelling content, consumer perception of usefulness is a crucial development process towards consumer satisfaction and preferences in order to continuously use the travel application and content in the future (Choi et al, 2019). Hence, the following hypothesis can be proposed:

H5: There is a positive and significant relationship between perceived usefulness and consumer satisfaction toward digital video content.

The Relationship between Confirmation and Perceived Usefulness

Consumers' assessment of the compatibility between the expected and actual performances from a product or service defined as confirmation (Oliver, 1980). Confirmation in ECM is positively related to their perception of usefulness (Ashraf et al, 2020; Al Mamun et al, 2020).

In a previous research of mobile internet user which investigated how ECM's variables influenced continued use, the study mentioned that if the consumers' confirmation aligned with the technology actual performance it would have strong influence on improving perceived usefulness (Jumaan et al., 2020). Next, in online retailing commerce research that study the factors to predicting the consumer intention to continue use online application based on ECM, the findings showed that customers' extent of confirmation is significantly related to perceived usefulness (Ashraf et al., 2020). In previous research which examined the factor that influenced the continued use of mobile application thorough digital travel content, findings show that consumer's confirmation was found to positively related to perceived usefulness (Choi et al., 2019). Thus, this study proposed a hypothesis as follows:

H6: There is a positive and significant relationship between confirmation and perceived usefulness toward digital video content.

The Relationship between Confirmation and Consumer Satisfaction

Confirmation is defined as a person perception of consensus between expected and genuine performance (Oliver, 1980). According to ECM, during consumption activity a consumer will experience a psychological tension in his mind, the level of satisfaction and perceived usefulness that consumer perceived is reliable in the pre-adoption stage and his expectations are satisfactorily confirmed during the actual usage (Bhattacharjee, 2001). In a mobile internet research that investigated consumer continued use, confirmation was found to have a strong influence on consumer satisfaction (Jumaan et al., 2020). Next, in online retail commerce platforms research that discussed about predicting factor of application continuous usage, the finding showed that customers' extent of confirmation is one of the key predictors of customer's level of satisfaction, the level of consumer satisfaction will improve when consumer pre-adoption expectation was exceed and confirmed during the actual usage of the technology (Ashraf et al., 2020). In addition, research in information system continuance behavior showed that expectation confirmation is significantly affecting both cognitive and emotional components of consumer satisfaction (Al Mamun et al., 2020). In accordance to these findings, it is expected that confirmation will amplify the internet user's perceived usefulness and consumer satisfaction. Thus, this following hypothesis is proposed:

H7: There is a positive and significant relationship between confirmation and consumer satisfaction toward digital video content.

Social media usage strengthens the relationship between consumer satisfaction and continuous intention in view video content.

Social media is a concept covered in social network services (SNSs) that develops communications with other users formed through registered personal profiles. It has been one of the leading platforms that fully utilizes the concept of producing and sharing contents (Safko and Brake, 2009). Subsequently, social media usage is defined as how often people connect to social media and how many hours, they spend on it (Joo et al., 2020).

In a tourism digital research that investigate the relationship between digital content towards tourist expectation, the study stated that consumer's level of activeness in the social media platform influenced the amount of digital tourism content that consumer willing to watch led to continuous usage of travel application (Narangajavana et al., 2017; Salamzadeh & Ramadani, 2021). In an online consumption research, which study about the impact of social media usage to consumption of conspicuous product, the social media usage has a positive and significant impact on consumer consumption and the results empirically showed that social media usage has strengthening consumers' consumption of conspicuous product (Thoumrungroje., 2016). While in research about sustainable rural tourism which investigate important factor affected rural tourism, findings showed that social media usage has a significant moderating effect between satisfaction feelings after sharing trip experience towards consumer's intention to visit specific rural areas (Joo et al., 2020). As things stand, a further study is needed to explain how social media usage strengthens the relationship between satisfaction and continuous intention to view digital video content. Hence, the following hypothesis can be proposed:

H8: The social media usage will be strengthening relationship between consumer satisfaction and customer continuous intention to view digital video content.

The Relationship between Consumer Satisfaction and Continuous Intention to view digital video content.

Satisfaction is defined as a positive personal experience that leads to gratification feeling which emerges from comparing usage experience in relation with expected experience (Hernon and Whitman, 2001; Sthapit et al., 2020). During a consumption activity, a consumer will face the stage of post-choice evaluative assessment from overall performance of service and a product, a positive assessment which referred to satisfaction will generate continuance intention as their primary outcome (Westbrook and Oliver, 1991). Continuance intention is also mentioned as a symptom of consumer intention to be loyal towards the service or products (Asmy, 2018). Level of satisfaction is found to be determining factor in customer continuous intention in using or re-purchasing intention based on the post-adoption expectation and performance (Sarkar, 2019; Jumaan et al., 2020). Thus, this study is focused on capturing the variable of continuous intention to view digital video as a dependent variable that aligns with the concept of expectation confirmation model.

In mobile internet research that studies how variables in ECM affected consumers' behavior led towards the continuous use of a platform, found that the continuance intention in mobile internet consumption use was predicted by satisfaction (Jumaan et al., 2020). In a previous study of online retail platforms which implemented the extended ECM to study the effects of post-

adoption responds towards online retail application, the study indicates that if consumers satisfied with the previous usage experience, they will intend to continuously use the online retail application (Ashraf et al., 2020). In the previous research that study IT continuance behavior in the workplace and personal use, findings showed that emotional satisfaction exerted a stronger influence on information technology continuance compared with cognitive satisfaction (Al Mamun et al., 2020). Thus, the proposed hypothesis can be seen as follows:

H9: There is a positive and significant relationship between consumer satisfactions and consumer continuous intention to view digital video content.

Conceptual Framework

Figure 3 below presents the theoretical framework of the study by the integration of two theories which are Theory of consumption value and Expectation confirmation model. The independent variables consist of six (6) factors, functional value, social value, informative value and entertainment value are adapted from theory of consumption value model. For perceived usefulness, confirmation, and satisfaction variables were adopted from expectation of confirmation model.

The dependent variable of this proposed model is consumer continuous intention to view digital video content where customer's satisfaction determined as antecedent variable to examine with the relationship of consumer's consumption value. Next, this proposed model also introduced social media usage as moderating variable to study the relationship between consumer satisfaction and consumer continuous intention in viewing digital video content.

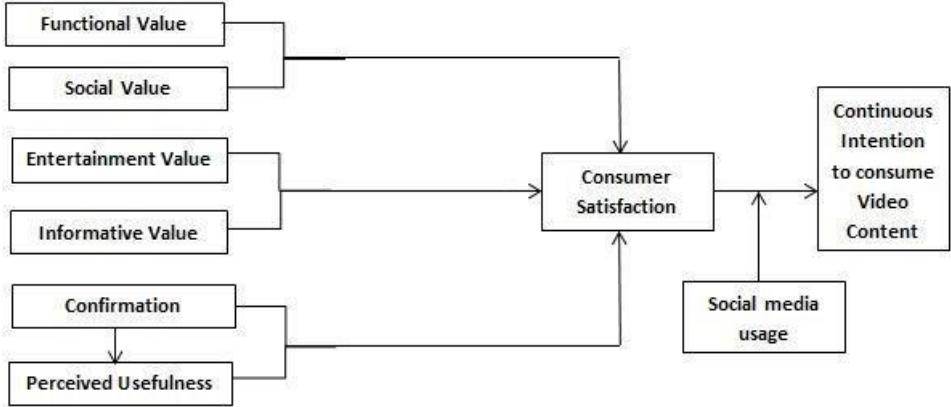


Figure 3. Conceptual Framework

Methodology

Data Collection and sampling procedures

This cross-sectional study was focused on young digital consumers in Malaysia (age between 19-29 years) who have been viewing digital video content in YouTube and Instagram in their daily life. Young digital consumer is defined as a person who aged around 18-29 years and using internet services with the purpose to fulfill their needs in a broader context, such as purchasing a product or consuming digital contents (Dehghani et al., 2019; Tkaczyk, 2018). YouTube and Instagram are two top platforms for marketers posting social marketing videos in Malaysia since they have nearly 30 million active users combined (Wearesocial Hootsuite Research, 2019). Data was collected using online survey tool of Google Form by using the convenient sampling method. A self-administered survey was distributed to a total of 250 respondents of young Malaysian consumers from 15 February 2021 to 15 April 2021. The sufficient determining sample size is between 30 and 500; hence 200 are enough to help the research project (Sekaran & Bougie, 2016).

The sampling technique utilized in this research is purposive or judgmental sampling and it was done on those young video consumers at the age of 18 – 29 years old who view digital video in YouTube and Instagram in their daily routine. Young digital consumers of age around 18-29 are considered as the biggest population of online internet user in Malaysia who actively use YouTube and Instagram as video consumption platform (Digitalinfluence, 2020 & Dehghani et al., 2017). Online survey is the most convenient way to collect necessary information quickly and conveniently during pandemic throughout Malaysia. The link for the online survey was sent out through social media platform, such as, WhatsApp, and e-mail.

Measurement of the variables

An online survey was organized to examine the conceptual framework and its corresponding hypotheses. The aim of this study was to examine the relationships between predictors (independent variables) and criteria variables (dependent variables). All the measurement items in this study were adapted and adopted from the previous related studies to ensure validity of the constructs (Lou and Xie, 2020; Gaber et al., 2019; Jumaan et al., 2020). The questionnaire was made up of three sections. Section A was the screening questions to filter the respondents' age and previous video consumption activity. Section B was to collect the socio-demographic profiles of the respondent which includes gender, age, highest education level, profession, and monthly income. Last, sections C to G were to measure the independent variables, antecedent variable, moderator variable and dependent variable of this study. The questionnaires incorporated a five-point Likert scale ranging from

one to five, whereby 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

SPSS and SMART-PLS were used to analyze collected data through various statistical methods such as percentage, mean, standard deviation and equation modeling. The responses were analyzed and conducted with descriptive analysis based mean and standard deviation, followed with analysis of measurement using construct reliability and validity and discriminant validity. Collinearity, R square, F square, VIF, Path Coefficient, and predictive relevance are assessment model to be used to examine the significance and the relation of the proposed model. Finally, moderating analysis was conducted to test whether social media usage is a significant moderator in the proposed model.

Results

Demographic Profile

Based on 215 online questionnaires, only 205 (95%) were usable and successfully analyzed for data analysis. Respondents' profiles revealed that majority of them were female (59%) as compared to men (41%) and most of them were from the age category 27–29 years old (35.6%), which typically represents young digital consumer population in Malaysia. This was followed by 24–26 years (30.2%), 21–23 years (22.4%), and the rest were 18–20 years old (11.7%). Majority of the respondents were working as employee (61.0%) as compared to business / self-employed (21.0%) followed by students (14.6%) and others such as unemployed or not working (3.4%). In terms of education level, (53.7%) of the respondents possessed bachelor's degree, followed by diploma (22.4%), master's degree (14.6%), high school (8.8%) and

PhD (0.5%). It was also found that 82 (40%) of the total respondents earn in less than RM2001 a month, followed by 79 (38.5%) earn RM2001-RM3500, 32 (15.6%) earn RM3501- RM5000, 6 (2.9%) earn RM5001-RM6500 and 6 (2.9%) earned over RM6500.

Goodness of Data

Measurement about the goodness of data has applied both validity and reliability test with implementing reflective measurement model. The first step is to construct the validity of the indicator loadings; outer loadings will be used to examine the validity. The significant value of indicator loadings was around 0.4 to 0.7 and/or above (Hair et al., 2011). Table 4 shows that all construct of variable is above 0.4, therefore the entire construct is strongly valid. Table 4 and 5 tabulate the factor loading and cross loading in detail.

To determining the internal consistency reliability, Cronbach Alpha (CA) and Composite Reliability (CR) were used to examine the evaluation. The value for CA and CR should be 0.7 and/or above is recommended (Hair et al., 2014). As seen in Table 4, values of CA and CR for all variables were above 0.7, therefore all the measurements were reliable and sufficient.

The last step is to measure the convergent validity, the amount AVE > 0.5 was need to (average variance extracted) accounted to detect validity which Table 1 shows that the values of AVE for all constructs were above 0.5. In conclusion, the entire measurement model for this study meets the rule of thumb in (Hair et al., 2017) and sufficient convergent validity.

Table 1. Descriptive analysis table

Construct	Loading	CA	CR	AVE
Functional Value		0.702	0.817	0.527
I think watching video content is reliable for my needs	0.704			
I think watching video content could make me more dependable (being resourceful) in my daily life	0.755			
I video content offers timely information to me	0.680			
I think watching video content could fulfill my needs	0.762			
Social Value		0.875	0.914	0.727
	0.836			
I feel acceptable in society after watching video content				
I feel more popular after sharing information about video content to others.	0.850			
I think I will get social approval after watching video content.	0.873			
I think watching video content help me build relationship with my friend in real life.	0.850			
Informative Value		0.757	0.845	0.578
I think video content provides relevant information to me.	0.784			
I think video content provide useful information to me.	0.690			
I think video content provide important information to me.	0.743			
I think video content considered as a good source of information to me.	0.817			
Entertainment Value	0.801	0.801	0.869	0.624
I think watching video content is enjoyable for me.	0.750			
I think watching video content is pleasant activity for me.	0.744			
I think watching video content help me feels entertained.	0.814			
I think watching video content give me excitement feeling.	0.848			

Perceived Usefulness	0.881	0.881	0.926	0.807
I think video content is increasing my productivity in daily life	0.901			
In my opinion, video content is increasing my effectiveness in daily life.	0.916			
I think video content is increasing my performance in daily life.	0.879			
Confirmation	0.817	0.817	0.891	0.732
I found that video content was better than what I expected	0.847			
Value that videos content provided was better than I initially expected	0.859			
Most of my expectation from video content were confirmed	0.861			
Satisfaction	0.757	0.757	0.860	0.672
I feel delightful after watching video content in my social media platform.	0.838			
I am satisfied with video content that I am watching daily.	0.839			
I think watching video content is a pleasant experience for me.	0.781			
Social Media Usage	0.710	0.710	0.869	0.769
How active are you using social media platform in sharing video content?	0.925			
How many hours a day do you spend time in your social media platforms?	0.827			
Intention to Continuous Use	0.756	0.756	0.860	0.673
I am intending to continue viewing video content.	0.850			
I consider myself to be loyal and continue watching another video from the same content provider.	0.850			
I am willing to continue watching another video from the same content provider	0.758			

Discriminant Validity

To investigate the correlation between measurements of potentially overlapping, the assessment of discriminant validity will be use where Fornell-Lacker criterion as measurement criteria where square root of the average variance extracted (AVE) for each latent variable should be greater than the correlation between latent variables (Hair et al., 2017). Table 2 shows the correlations between each latent variable, and the values shown were greater than the correlation between the latent variables. Thus, the measurement model for discriminant validity was sufficient enough. Therefore, all the measures are fulfilled, and the measurement model results indicated that all constructs can be used to test the structural model.

Table 2. Fornell-Lacker table

Construct	CF	CTN	EV	FV	IV	PU	SMU	STF	SV
Confirmation	0.86								
Continuous Intention	0.62	0.82							
Entertainment Value	0.59	0.57	0.79						
Functional Value	0.54	0.52	0.50	0.73					
Informative Value	0.63	0.51	0.61	0.52	0.76				
Perceived Usefulness	0.64	0.63	0.45	0.44	0.56	0.90			
Social Media Usage	0.34	0.48	0.23	0.21	0.21	0.46	0.88		
Satisfaction	0.63	0.61	0.54	0.50	0.54	0.62	0.39	0.82	
Social Value	0.54	0.59	0.39	0.41	0.44	0.68	0.60	0.51	0.85

Assessment of Structural Model

After the measurement model analysis, the study was then continuing to test the structural model. The variance inflation factor (VIF) assessment is used to examine the collinearity issue. The value of VIF should be less than 3.3 (Hair et al., 2011). With VIF value of all constructs is less than 3.3, thus

the collinearity between the constructs was not an issue, and the analysis can be accepted (refer Table 8).

The next step is reviewing the R square (R^2) value for all endogenous constructs. The R^2 -value of 0.75 is considered as substantial, 0.50 is moderate, and 0.25 is weak (Hair et al., 2014). Based on Table 8, the R^2 values for continuous intention (0.453) and perceived usefulness (0.407) are considered as weak, while the R^2 value for satisfaction (0.520) is considered as moderate to measure the variance.

The next step is to assess the effect sizes (f^2), the f^2 values of 0.02 has small effects, 0.15 has medium effects, and 0.35 has large effects (Hair et al., 2011). The effect size shown less than 0.02 indicates that there are no effects. Based on Table 8, the ^{results} showed that the f^2 of social media usage (0.014) has no effect on continuous intention while a social value (0.004) has no effects on satisfaction. In this study, it was proven that confirmation (0.685) has a large effect on perceived usefulness, while satisfaction (0.348) has a medium effect on continuous intention to view.

The next step is to measure the predictive relevance with the blind-folding approach. If Q^2 values larger than zero it illustrates that the path model has predictive accuracy and relevance (Hair et al., 2014). The Q^2 values higher than 0, 0.25 and 0.5 indicate small, medium and large predictive accuracy respectively (Hair et al., 2014). Based on Table 8, all measurement values of Q^2 for continuous intention (0.291), perceived usefulness (0.322) and satisfaction (0.326) indicate a medium predictive relevance.

Table 3. Collinearity and model fit analysis of the structural model

Construct	VIF	R ²	f2	Q2
Functional Value > Satisfaction	1.599		0.022	
Social Value > Satisfaction*	1.938		0.004	
Informative Value > Satisfaction*	2.122		0.003	
Entertainment Value > Satisfaction	1.850		0.030	
Perceived Usefulness > Satisfaction	2.392		0.068	
Confirmation > Perceived Usefulness	1.000		0.685	
Confirmation > Satisfaction	2.392		0.039	
Social Media Usage > Continuous intention*	1.068		0.014	
Satisfaction > Continuous Intention	1.229		0.347	
Continuous Intention	0.453		0.291	
Perceived Usefulness	0.407		0.322	
Satisfaction	0.520		0.330	

The final step is to analyze the significance and relevance of the structural model relationships using path coefficient in order to determine whether the conceptual model or theoretical hypotheses were substantiated empirically (Hair et al., 2011). The arrows or paths represent the hypothesized relationships between the constructs (Hair et al., 2014). The results of the path coefficient demonstrate that there is a significant relationship between functional value and satisfaction ($b=0.13$, $t=2.48$, $p<0.05$), entertainment value and satisfaction ($b=0.16$, $t=2.16$, $p<0.05$), confirmation and perceived usefulness ($b=0.63$, $t=14.16$, $p<0.05$), confirmation and satisfaction ($b=0.21$, $t=2.91$, $p<0.05$), perceived usefulness and satisfaction ($b=0.27$, $t=2.66$, $p<0.05$), and satisfaction to continuous intention ($b=0.50$, $t=8.08$, $p<0.05$).

In contrast, there is no significant relationship between social media usage in strengthening continuous intention ($b=0.10$, $t=1.23$, $p>0.05$), social value to satisfaction ($b=0.06$, $t=0.74$, $p>0.05$), and also between informative value to satisfaction ($b=0.05$, $t=0.70$, $p>0.05$). In summary, six hypotheses

were supported (H1, H4, H5, H6, H7 and H9), whereas the other two hypotheses were not supported (H2, H3 & H8). The hypotheses results are illustrated in Table 4.

Moderating Effect Analysis

The moderating result showed that social media usage was found to be insignificant and did not moderate the relationship between satisfaction and continuous intention to view digital video content. The hypotheses were rejected due to low t-value and high p-value as shown in Table 4 and Figure 4.

Table 4. Path Coefficient and Hypotheses Summary

Hypothesis Relationship	Path Coefficients	T-value	P-value	Decision
Functional Value - Satisfaction	0.131	2.486	0.006	Supported
Social Value–Satisfaction*	0.060	0.748	0.227	Not Supported
Informative Value -Satisfaction*	0.059	0.700	0.242	Not Supported
Entertainment Value – Satisfaction	0.164	2.161	0.015	Supported
Perceived Usefulness - Satisfaction	0.279	2.665	0.004	Supported
Confirmation– Perceived Usefulness	0.638	14.169	0.000	Supported
Confirmation– Satisfaction	0.210	2.916	0.002	Supported
Satisfaction * Social Media Usage – Continuous Intention*	0.106	1.231	0.109	Not Supported
Satisfaction – Continuous Intention	0.502	8.086	0.000	Supported

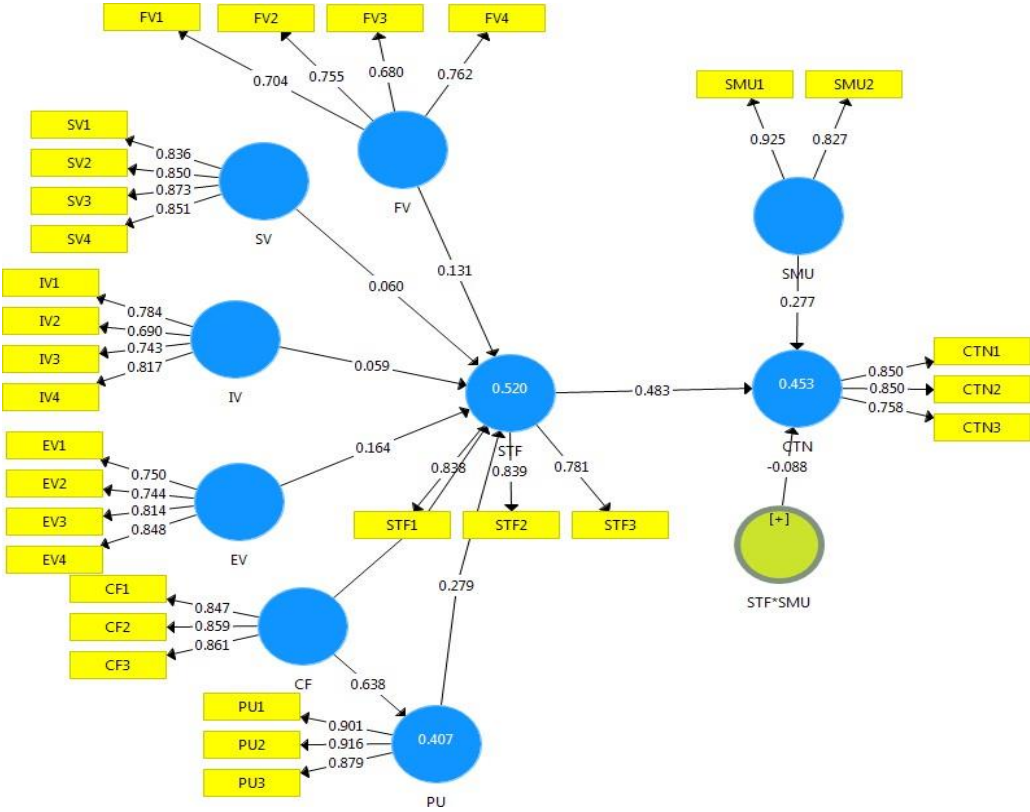


Figure 4. Model PLS-Algorithm

Discussions

This study examined the relationship between consumer consumption value and satisfaction toward continuous intention to view digital video content among young digital consumers in Malaysia. This research examined the relationships amongst functional value, social value, entertainment value, informative value, perceived usefulness, satisfaction, and continuous intention to view digital video guided by TCV and ECM. This research also evaluated

if social media may strengthen the relationship between satisfaction and consumers' intention to continue view digital video content.

This research developed hypotheses H1 through H9 concerning the relationship between independent variables and continuous intention to view digital video content, as well as the moderating effect of social media usage. All the independent factors (H1 to H7) exhibited a positive influence on the continuous intention to view digital video content, whilst H2 and H3 were found to be insignificant (social and informative value) including H8 (social media usage). Based on R^2 values, all independent variables contributed 45 percent to continuous intention to view digital video content. and have contributed 52 percent to satisfaction.

H1 hypothesized that functional value positively and significantly influence satisfaction. The finding of H1 is in line with previous research by Sthapit et al. (2020) and Assarut et al. (2018) which demonstrated that functional values positively impacted customer satisfaction. Thus, H1 is supported. A previous study on a brand digital video platform found that if a customer feels video content may be a credible medium for conveying information and meeting demands, it affects consumer happiness (Lou and Xie, 2020). In another study by Sthapit et al. (2020), functional value was found to be a strong predictor of satisfaction on hotel booking websites. This is in line with a study by Assarut et al. (2018) about the adoption of mobile shopping apps, where functional value is one of the main factors to influence customer satisfaction toward digital content. Consumers relied on the concept of content sharing and rapid dissemination of information from video content's functional value and felt satisfied with its benefits. Satisfied consumers considered video content a good and reliable media to support daily life routines

and fulfill their needs based on its physical performance and shared information. Therefore, functional value is a significant driver of customer satisfaction in short video context.

H2 hypothesized that social value positively and significantly influence satisfaction. The finding is contradicted with earlier findings suggesting social value increased contentment (Wang et al., 2018; Issock et al., 2019). Thus, H2 was not supported. Prior research found that social value is symbolic value inside the peer group that influences how a customer acquires a product or service. Consumers relied on their social group as references in the decision-making process matched with collective society (Ali et al., 2019). Based on the data, it may be inferred that digital video content consumptions were more impacted by individual decision-making than by society, social approbation, or peer group acceptability. Even though in the earlier research mentioned that social value led to social status enhancement in society (Sheth et al., 1991; Lou & Xie, 2020), young digital consumers in Malaysia were unable to associate digital video content consumption with their personal social status enhancement, which did not affect their satisfaction. Social value does not serve as the main appeal to video content consumers. So, social value did not influence satisfaction positively and significantly.

H3 hypothesized that informative value positively and significantly influence customer satisfaction. However, H3 was found to be contradicted with a prior study that found informative value positively affects digital video content user satisfaction (Gaber et al., 2019; Yang et al., 2017; Hamouda et al., 2018). Therefore, H3 was unsupported. Gaber et al. (2019) mentioned that Instagram consumers are satisfy when digital video content is excellent, significant, and helpful. A recent study revealed that the informative value of

video content increased consumers' satisfaction and appraisal of brand video content (Lou & Xie, 2020). This study for H3 did not uncover the same results, perhaps because it focused on young digital consumers. Even while digital video content supplied information and expertise, it may not be important or relevant to young digital consumers, resulting in video content not satisfying them. The informativeness of digital video material may not be beneficial, leading to little viewer pleasure. As such, informative value is not a significant determinant of customer satisfaction and continuance intention in digital video context.

Next, H4 hypothesized that entertainment value influence positively and significantly customer satisfaction. This study found that entertainment value influence satisfaction positively and significantly. Thus, H4 is supported. The finding of this study is in line with previous research such as Gaber et al. (2019) and Lou and Xie (2020), which found entertainment value influence customer satisfaction. In addition, the finding of this study found that entertainment value was the highest predictor of customer satisfaction toward digital video content. Video content has always served as an important way of seeking entertainment, and numerous online videos have provided a high level of entertainment by satisfying users' various needs and preferences (Hasan et al., 2018). It is possible to explain that if customers perceived digital video content provide them enjoyment, excitement, and a good sensation, it may increase consumer satisfaction (Yang et al., 2017). Customer engagement toward digital video content may enhance customer satisfaction toward a fun and exciting experience of the content.

H5 hypothesized that perceived usefulness positively and significantly affects satisfaction. The finding of H5 is found to be similar with previous studies that found perceived utility has a positive and significant relationship with satisfaction and leads to continue viewing digital video content (Ashraf et al., 2020; Choi et al., 2019). Thus, H5 is supported. According to Hsiao et al. (2016), perceived usefulness enhances mobile social app users' satisfaction. Similarly, Ashraf et al. (2020) also found that customer satisfaction toward online shopping platforms increases when they feel the apps or technology are relevant to their everyday routine. Some consumers believed that they had wasted their time when viewing video content but were nonetheless satisfied since they felt their performance and productivity in everyday life had risen because of the video content.

H6 hypothesized that confirmation has positively and significantly influenced perceived usefulness. The finding of H6 is consistent with earlier research by Jumaan et al. (2020) on mobile internet study which has also found a positive and significant relationship between confirmation and perceived usefulness, which in turn influence customer satisfaction. Thus, H6 is supported. Similarly, the finding of this study is also in line with prior research that found customers' degree of confirmation in online retailing platforms influenced positively and significantly perceived usefulness (Ashraf et al., 2020). It is possible to explain that consumers felt that their confirmation of pre-acceptance is aligned with their actual use which is related to their perceived usefulness toward digital video content consumption.

H7 hypothesized that confirmation influence satisfaction positively and significantly. The finding of H7 is similar to earlier research whereby

confirmation had a positive and significant relationship with customer satisfaction on online shopping platforms (Ashraf et al., 2020) and a study on mobile internet user behaviour (Jumaan et al., 2020). The finding shows that customer satisfaction improves when pre-adoption expectations are fulfilled and validated during real application use (Ashraf et al., 2020). Thus, H7 is supported. Al Mamun et al. (2020) also found that confirmation of the utilitarian value of technology influenced both the cognitive and emotional satisfaction of customers in the context of personal IT use in the workplace. This study found that respondents of digital video content had expectations before viewing the content and later will compare their initial expectation and first experience. Consumer may feel satisfy when the video content met or exceeding their expectations.

The next research objective is to examine the moderating effect of social media usage in the relationship between satisfaction and continuous intention to view digital video content. Thus, H8 is developed. H8 hypothesized that social media usage strengthens the relationship between customer satisfaction and their continuing intention to view digital video content. However, the finding of H8 is found to be contradicted with previous studies which found social media usage strengthened the relationship between personal satisfaction and continuous intention to visit rural tourist areas, especially while sharing the trip experience on social media (Joo et al., 2020). Thus, H8 is not supported. Another study showed that social media usage influenced and strengthened consumer intention to continuously view of the content and purchase online products (Thoumrungroje, 2016). Another study on digital tourism content found that consumers with high frequency activity in social media platform influenced the amount of digital content they were willing to watch,

that will lead to continuous usage of travel apps (Narangajavana et al., 2017). It is possible to explain that young digital consumers will watch digital video content in any platforms when they are happy with the experience. Consumers care about the values and advantages of digital video content that they watch. It shows that social media usage did not influence their satisfaction toward digital video content and continuous intention to view the content. Regardless how active and how intense they are using social media platforms, young consumer will still continuously view digital video content where they feel satisfied by previous experience (Joo et al., 2020).

H9 hypothesized that satisfaction had a positive and significant relationship with continuous intention to view digital video content. The finding of H9 is in line with previous findings that found satisfaction positively and significantly influence customer continuous intention to view digital video content (Al Mamun et al., 2020). Therefore, H9 is supported. Similarly, the finding is consistent with prior research on online retailing platforms, which found that customer satisfaction was the highest predictor of continued usage (Ashraf et al., 2020). In a mobile internet study, it was shown that when people are satisfy with technology, they would continue using it (Jumaan et al., 2020). In this study, it is possible to say that satisfaction is the key predictor of consumer continuous intention to view digital video content. A satisfied customer is more likely to continue using their current product or service, whereas unsatisfied customers are more likely to switch (Akhter et al., 2021). Most of the respondents who were satisfied with YouTube and Instagram videos content planned to continue watch the content. Their satisfaction influenced their intention to continue viewing digital video content.

Theoretical Implications

This study was focused on examining the relationship between consumer consumption values and satisfaction toward continuous intention to view digital video content. It was examined based on two theories which were TCV and ECM to further explain the consumer's continuous intention to view video content. The integration of both theories guided in the complementary process of explaining the relationship between the consumption values and satisfaction towards the continuous intention. It was found that functional value, entertainment value, perceived usefulness, confirmation and satisfaction have a positive and significant effect toward continuous intention to view digital video content. The findings of this research can be helpful for the development and improvement of the model framework in examining the consumer consumption behavior that leads to satisfaction and continuous intention especially in digital video content. In this study, the finding has shown that most of the variables mentioned in TCV such as functional value, informative value, and entertainment value are significant and have influence towards satisfaction and continuous intention to view video content (Lou and Xie, 2020). However, social value as one of variables mentioned in TCV was found to be insignificant.

Other variables mentioned in ECM, perceived usefulness and confirmation showed to have positive and significant relationship towards satisfaction which also confirmed the findings of previous studies (Ashraf et al., 2020; Hsiao et al., 2016). In addition, satisfaction led to have a positive influence on continuous intention to view video content (Jumaan et al., 2020). Therefore, this study has expand the usage of TCV and ECM to a digital content marketing context, and successfully established a comprehensive model

to examine consumers' continuance intention to consume video content. We also extend the TCV by introducing two new independent variables of entertainment value and informative value, thus further increase the explaining power of TCV and provide a new perspective of customer value research in further studies. This study has contributed significant factors that influence consumer behaviour by understanding their values and satisfaction in the digital industry. By understanding consumer behaviour, preferences and lifestyle it will enhance business performance and sustainability of organizations.

Practical Implications

This study has provided precious insight and better understanding for marketers, content providers and creators, and business sector to develop a better digital marketing strategy through digital video content creation. The successfulness of developing an effective digital content marketing through content creation will help organization/content provider to implement a cost-effecting process in their marketing plan. Apart from that, effective video content marketing can increase the brand health score as it is the indicator for maintaining the long-term period business. Also, from platform provider's point a view such as Instagram and YouTube, it can give them a clear preview and improve the relationship between marketers and consumer's activities within their platforms on how it could affect the improvement and enhancement of their service quality for their consumers. Marketers should be aware and pay attention to video content creation process by considering the element of functional, entertaining, usefulness to make their video more appealing and interesting in order to satisfy young digital consumers which could lead to

continuous intention to viewing another video content in the future. Meanwhile, social value is not a positive determinant of customer satisfaction and marketers should avoid put too much resources in it.

Limitations and Recommendation for Future Studies

Although this study presented a comprehensive result regarding consumer's continuous intention to view video content, there are also a few limitations drawn from this study. First, this study was confined only in the context of Malaysia digital market. Future research with different demographic other than Malaysian will give different output and result compared to these findings. As a matter of fact, different countries might have different consumer's preferences and backgrounds that will contribute to different result specifically in term of consumer's digital market choice about video content consumption (Batrancea et al., 2019, 2022). Besides that, other variables such as purchasing intention and word of mouth can also be studied toward video content consumption behavior on young consumer in Malaysia to understand whether continuous intention in viewing video could significantly increase the consumer purchasing intention towards the product or service offered in a video content. Moreover, future research may also study into the more specific categories of video contents such as educational, tourism, and automobiles not only examine and analyze video content as general. In term of analysis, future study may include word of mouth variables which commonly consumer related to continuous intention to view video content. Lastly, this is a cross-sectional study which only could explain customer's behaviour in a specific timing. Future research can conduct longitudinal study to explore the changes in consumers' continuance intention in short video context.

Conclusions

In conclusion, this study has shown that out of nine hypotheses, there were six of them are supported. Perceived usefulness was found to have the largest effect on customers satisfaction. Furthermore, functional value, entertainment value and confirmation were also found to have a positive and significant relationship with satisfaction. Moreover, satisfaction was found to have a significant relationship towards continuous intention to view video content. Meanwhile, social value and informative value were found to be insignificant towards satisfaction toward digital video content, and social media usage was found to be insignificant in strengthening the relationship between satisfaction and continuous intention on viewing video content. It is hoped that the findings of this study can benefit marketers, organizations, scholars and related stakeholder to enhance video content creation process. This study also contributed to the body of literature for the integration between two theories which are TCV and ECM.

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