



# Towards a theoretical framework of motivations and interactivity for using IPTV<sup>☆</sup>

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## ABSTRACT

Interactive television (IPTV) leads to noteworthy changes in marketing and advertising. As an innovative technology, IPTV provides advanced, customized, and personalized television services, with interactivity assumed to be the major difference from traditional media. The purpose of this study is to identify clusters of users based on motivations for using IPTV and to examine the relationships among the motivations, actual interactions, perceived interactivity, and attitude toward the technology. The study contributes to the body of knowledge of consumer behavior in high-tech services by identifying motivations for using IPTV and clarifying the relationships between those motivations and the interactivity.

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## 1. Introduction

Interactive television, known as IPTV (Internet Protocol TV), generates important changes in marketing and advertising. As [Cauberghe and De Pelsmacker \(2008\)](#) discuss, interactivity is the major difference between IPTV and traditional media. Users control their viewing experience by remote interaction with the television content. IPTV as hyper-multimedia not only changes the way viewers watch television, but also can have implications for the way content and advertisements are perceived and processed. Although research exists on interactivity in the Internet context ([Kim & McMillan, 2008](#); [Klein, 1998](#)), only a few studies discuss interactivity in the IPTV context.

A number of studies address motivations for using media including studies on TV (e.g., [Rubin, 1983](#)), the Internet (e.g., [Eighmey & McCord, 1998](#); [Hoffman & Novak, 1996](#); [Stafford & Stafford, 1996](#)), and mobile technology (e.g., [Leung & Wei, 2000](#); [Peters & Ben Allouch, 2005](#)). The motivations for using IPTV are also worth identifying, in view of the limited research conducted on the topic so far. The purpose here is not only to identify the motivations but also to examine the relationships among IPTV user clusters by motivations, actual interaction, and perceived interactivity, based on the theoretical interactivity frameworks.

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Recently, IPTV use grows rapidly in South Korea, which is the top-ranked digital-opportunity country in the world, according to the Digital Opportunity Index ([ITU, 2007](#)). The number of Korean households using IPTV is 649,705 in 2009 and reaches 8 million by 2012 ([Korea Digital Media Industry Association, 2009](#)). Thus, this study sets out to investigate IPTV users' motivations, interactions, and perceived interactivity in South Korea.

## 2. Motivations for using media and technologies

Uses and gratifications (U&G) is a long-established theoretical framework that evolves in the marketing communication literature (e.g., [Leung & Wei, 2000](#)) to identify and understand the motivations for using new media and high technology through a “how and why” approach ([Eighmey & McCord, 1998](#); [Peterson, Balasubramanian, & Bronnberg, 1997](#)). The inherent interactivity and user-directed nature of Internet media make the user-level approach appropriate for this study.

[Eighmey \(1997\)](#) and [Korgaonkar and Wolin \(1999\)](#) note that both goal-directed and experiential gratifications motivate Internet users. [Rodgers and Cannon \(2000\)](#) develop the user clusters, Passionates, Pragmatics, and Phobics based on motivations. Passionates show experiential motivations and enjoy everything the Internet has to offer. Pragmatics have goal-directed motivations, as do Phobics, though the latter use the Internet only rarely. Based on the clusters, [Sheehan \(2002\)](#) explores the relationships between online user motivations and the types of activities and applications in which users participate during individual online sessions.

[Leung and Wei \(2000\)](#) examine motivations for using mobile communication devices. Initially, users show permanent access and social interaction motivations for using mobile communication devices, but the initial gratifications appear to be less manifest and become more latent over time ([Peters & Ben Allouch, 2005](#)). Fashion/status

and entertainment motivations appear to have become more dominant in mobile communication. Based on these theoretical frameworks of motivation, the current study investigates the motivations for using IPTV, with a specific focus on identifying user clusters based on those motivations.

### 3. Theoretical framework of interactivity

Over time, scholars conceptualize interactivity (Kim & McMillan, 2008; Kim & Ock, 2008). Rafaeli (1988) defines interactivity as an expression of the extent that, in a given series of communication exchanges, any later transmission is related to the degree to which the previous exchanges referred to even earlier transmissions. As communication technologies have developed over the last decade, the concept of interactivity also expands, while the concept of high-tech-mediated interactivity still evolves. Several research streams now define interactivity: as functional features, as a process, and as a perception (McMillan & Hwang, 2002; Tremayne, 2005).

#### 3.1. Functions, processes, and perceptions of interactivity

One stream of research clarifies manifest features that make online communication interactive (McMillan, Hoy, Kim, & McMahan, 2008). Early research focuses on function by considering the interactive criteria or the given interactive features that must be fulfilled (Carey, 1989). Feature-based studies on navigation functions discuss hypertextuality (Sundar, Narayan, Obregon, & Uppal, 1998), navigation tools (Heeter, 1989) and communication tools such as e-mail links, feedback forms, and chat rooms (Massey & Levy, 1999). Other studies experimentally manipulate interactive functions available to website users (Fortin & Dholakia, 2005; Tremayne, 2005).

A second research stream analyzes interactive processes or the actual actions that go into making something interactive. Among the real actions seen as interactive are two-way communication or information exchange (Cho & Leckenby, 1999; Haeckel, 1998), user control (Bezjian-Avery, Calder, & Iacobucci, 1998), and responsiveness (Rafaeli, 1988). Heeter (1989) clarifies interactivity as a process regarding user choice and input (Steuer, 1992) and complexity of choice and monitoring information use. Cho and Leckenby (1999) conceptualize the process of interactivity as the degree to which a person interacts with an ad.

In the third stream of research, recent studies focus more on what individuals perceive to be interactive (Day, 1998; McMillan & Hwang, 2002) rather than real actions that make something interactive. From the perspective of perceived interactivity, timeliness and engagement become important issues. Bucy (2004) also argues that interactivity is best conceived as a perceptual variable and further encourages the concept's theoretical development by enabling empirical measurement. Chung and Zhao (2004) indicate a positive impact of perceived interactivity on both attitude and memory, but the motivation manipulation has no significant consequence for perceived interactivity. McMillan, Hwang, and Lee (2003) support some evidence that the perception of interactivity is more closely related to attitude toward a site than are its structural factors.

#### 3.2. Interactivity in the IPTV context

While interactivity still needs clarification in relation to IPTV, only a few studies examine interactivity in the IPTV context. Cauberghe and De Pelsmacker (2008) suggest the impact of two components of television program-induced interactivity on advertisement and brand recall of an embedded commercial, with the results showing negative effects of two-way communication and user control. Levy and Nebenzahl (2006) examine how viewers' involvement in television programs affects their interactive behavior. Levy and Nebenzahl (2008) develop an interactive communication behavior model

based on the classical elaboration likelihood model, with results indicating that product involvement has positive effects on the extent of interactive communication behavior. The studies on interactivity in the IPTV context focus in a limited way on interactive actions or processes thus, needs clarification on perceived interactivity.

#### 3.3. Research questions and hypotheses

The main purpose of this study is to identify user clusters based on motivations for using IPTV, and to examine IPTV uses and gratifications by assessing the relationships among those motivation clusters, actual interactions and perceived interactivity. This study also examines the relationships between perceived interactivity and attitude toward IPTV. As discussed previously, studies on new media (Ko, Cho, & Roberts, 2005; Venkatesh & Davis, 2000) investigate the relationships between motivations for using media and interactivity. To investigate motivations for using IPTV and actual interactions, this study offers the following research questions:

Research Question 1: What are the clusters based on motivations for using IPTV?

Research Question 2: What are the differences in actual interactions among different motivation clusters in the IPTV context?

In examining the relationships between motivations for Internet use and interactivity, Ko et al. (2005) suggest that users who have high social interaction motivations show a stronger relationship with human–human interaction, whereas those who have high information motivations are more likely to engage in human–message interaction on a website. Different motivations result in different interactivity. Based on such assumptions, this study offers the following hypotheses:

**H1.** Perceived interactivity among different motivation clusters in the IPTV context shows a significant difference.

**H2.** Attitude toward IPTV among different motivation clusters in the IPTV context shows a significant difference.

Considering the positive relationships between consumers' motivations and their corresponding activities people who have a high degree of certain motivations are more likely to interact actively with messages, advertisers, and other users (Ko et al., 2005). Based on the U&G theory, a number of studies suggest a positive relationship not only between motivations and interactivity (Ko et al., 2005) but also between interactivity and attitude (Cho & Leckenby, 1999; Chung & Zhao, 2004; McMillan et al., 2003). A high degree of interactivity results in better attitudes and evaluations and the relationship is different among motivation clusters. Based on the assumptions, the following hypotheses are:

**H3.** The relationship between motivations for using IPTV and perceived interactivity among different motivation clusters shows a significant difference.

**H4.** The relationship between perceived interactivity and attitude toward IPTV among different motivation clusters shows a significant difference.

## 4. Methods

### 4.1. Data collection

A total of 500 IPTV users participated in the survey, recruited from six major cities in South Korea: Seoul, Pusan, Incheon, Taegu, Kwangju, and Taejon. Two-stage stratified random sampling considers the number of IPTV subscribers per IPTV service provider (KT, SK Telecom, and

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