


	<h1 style="margin: 0;">GOMAL UNIVERSITY</h1> <h2 style="margin: 0;">JOURNAL OF RESEARCH</h2> <p style="margin: 0;">Gomal University, Dera Ismail Khan, Khyber Pakhtunkhwa, Pakistan ISSN:1019- 8180 (Print) ISSN: 2708- 1737 (Online)</p>				
Website	www.gujr.com.pk	HEC Recognized	Social Sciences	CrossRef	DOI:10.51380

USES AND GRATIFICATION ANALYSIS OF THE VIEWERS OF INFOTAINMENT PROGRAMS OF PAKISTAN

Muhammad Awais¹ & Noshina Saleem²

¹PhD Scholar, School of Communication Studies, University of the Punjab, Lahore, Pakistan

²Professor, School of Communication Studies, University of the Punjab, Lahore, Pakistan

KEYWORDS	ABSTRACT
<p>Infotainment, Uses and Gratification, User Satisfaction, Habitual Use, GO-GS Discrepancy</p>	<p>This study is attempted to explore the motives of the viewers in terms of their gratification sought (GS) and obtained (GO). Further, this study also explored user satisfaction from the following programs by measuring the discrepancies between GO and GS. Sample (n=400) was selected through convenience sampling from University of Punjab and University of Central Punjab, Lahore, and Smart PLS was used to get results. Existing literature of Uses and Gratification theory is also extended by exploring the moderating role of habitual use on the user satisfaction and Continuance Intention. It is found that the exposure is not necessarily always because of a conscious effort (motive) but also because of habitual use. The results offer valuable information in reaching the conclusion of study. Producers and directors of the following programs should take into account the viewers with high habitual use and provide content rich in information, entertainment, and communication competence so that they could return to their motivation-gratification equation.</p>
Article History	
<p>Date of Submission: 28-06-2022 Date of Acceptance: 24-09-2022 Date of Publication: 30-09-2022</p>	<p style="text-align: center;"> 2022 Gomal University Journal of Research</p>
Corresponding Author	Muhammad Awais: muhammadawais.jutt@gmail.com
DOI	https://doi.org/10.51380/gujr-38-03-07

INTRODUCTION

Two of the primary functions of media are to inform and to entertain masses (Ames & Ewart, 2018). Media uses different genres to serve following purposes (Padilla-Walker, 2019). What if the role of information and entertainment converge together? Here, the 'infotainment' term comes into the picture. Infotainment refers to the broadcast material which is intended both to entertain and to inform (Krefting, 2019). The shift in entertaining masses from soap operas or cartoons to infotainment programs drew significant changes (Thussu, 2008). This has become one of the favorite television genres which tend to produce homogeneous content across many television stations (Kusumal et al., 2015). Previous Scholars and popular press have charted the rise of infotainment in television content all over the world (Browning & Sweetser, 2014). Uses and gratification (UG) provided a dominant paradigm in seek of understanding the rise in the

popularity of the genre (Bartsch & Viehoff, 2019; Kippax & Murray, 1977; Barton, 2009; Modin & Börholm, 2020). In Pakistan, there was a time when people used to go to theaters to watch a play because it added something which they missed, wanted to add, or sought escape from the real-life (Hussain, 2017). Now the comedians, which were mainly the part of the infotainment programs, have become driving forces in contemporary infotainment programs (Abid & Bilal, 2019).

Since the source of entertainment has been changed, the question of motives behind exposure to infotainment programs of Pakistan news channels by viewers becomes relevant again. Also, these infotainment programs are part of the 11-12 pm slot of the leading television channels of Pakistan. The following programs have good viewership, and the scholars are always concerned with the ethical side of the programs (Raza, 2014). One of the producers of following programs responded to this ethical criticism by saying that, "I, myself, am not in favor of the content being telecasted in these programs but it is discretion of the viewers, what they like to watch, and it was observed that these programs got the highest television rating point (TRP) in their slot in the recent history" (Personal Communication, 2020). Thus, this study will also help to understand the reasons (in the shape of the motivations and their gratification) behind the high TRP rating of the following infotainment programs. The following new trend of infotainment programs on Pakistani television channels has dated back to early 2000s in the form of "Hum Sab Umeed Se Hain" (an infotainment show) which lasted on television for seven years (Yousaf, & Bajwa, 2013). In 2008, a new program was launched titled (Hasb-e-Haal) on Duniya News Network.

After the latter program, a new window of opportunities had opened for the other television channels to invite the comedians in similar kinds of programs to get a good TRP in a particular slot. Khabar Naak, Khabar Daar, Khabar Zaar, Mazaq Raat, Sawa Teen and other infotainment programs dominated the 10-11 pm slot on almost every mainstream news channel of Pakistan. Here a question arises from following discussion about what leads the genre towards continual development? It is a good proxy to understand the following by studying how these programs lead the viewers towards continual exposure to the following genre. Mirroring to the increase in viewership to infotainment programs, a sizeable growth in the body of research observed in the account of why viewers devote substantial time to following programs. Gradually the relatively younger people have turned their faces away from watching and reading the traditional sources of news media (LaRose, 2006). The viewers of infotainment programs are relatively young as compared to talk shows of serious nature. People of a young age are becoming more indifferent in terms of getting news about politics. Kloer and Jubera (2000) found that youth (between the ages 18-29 years) were relying on late-night infotainment shows or similar programs for political information.

The information having the touch of entertainment draws more attention. As it was found in a previous study that the college students thrived more to watch the political comedy programs for the following motives, information, entertainment, and diversion (Bryant & Miron, 2002). Another research was conducted on a college student who found that the male students tend to expose more than female toward the tabloid news content. Tabloid culture contributes towards marking the shift from traditional journalism to infotainment (Thussu, 2015). The process of studying gratification needs (motives) from the various media content had started from soap operas, quiz shows (Herzog, 1940), and children's exposure to television (Maccoby, 1954). UG is the theory which describes that the viewers of the media are aware of choosing the selected

media for exposure (Katz, Blumler & Gurevitch, 1974). Users have different motivations to watch infotainment programs and these motivations provide user satisfaction (Browning & Sweetser, 2014). User satisfaction affects frequency of media usage which ultimately leads to continuous use.

Based on the previous literature, the study found two major research gaps in existing literature. Previous studies have found the gratification obtained and gratification seek discrepancy effect on user satisfaction regarding social networking sites (Bae, 2017; Chiu & Huang, 2015; Rokito et al., 2019), news sharing (Lee & Ma, 2012), political information (Kaye & Johnson, 2002) and television watching (Lin, 1993) but no studies have been done so far on gratification sought and obtained discrepancy effect on the satisfaction of the users of infotainment programs. Second, several studies have criticized the uses and gratification theory regarding habitual media usage (Lin, 1993) because habitual use of media can disturb relationship between GO-GS discrepancy and user satisfaction. This study is going to address these research gaps by taking infotainment programs as a television genre and habitual use as a moderator in the study. The first objective of this study is to examine link between GO-GS discrepancies (information, entertainment, and communication competence) and user satisfaction from the infotainment programs. Second, the relationship between user satisfaction and Continuance Intention is measured. Third, the moderating role of habitual use is measured between relationship independent and dependent variables.

LITERATURE REVIEW

Uses & Gratification (UG)

The theory that helped the previous researchers the most in understanding media utilization is uses and gratification. Around 1940s, Media scholars had shifted their focus of attention from media roles to audience roles about consumption of media messages. The following paradigm then categorized as Uses and Gratification (UG) approach in 1970s. The conceptual foundation of uses and gratification (UG) suggests that diverse kinds of psychological needs are identified from the way, audience consumes media. In contrast to conventional media effects paradigm which assumed the viewers as homogeneous and concentrated on what media is doing towards the masses, but the approach of uses and gratification changed the paradigm and suggested to look after 'what the people were doing with media' (Katz, 1959). Before actual recognition of UG, many researchers explored the media-audience relationship in same way. Herzog (1940) conducted first study using audience-centric approach titled, "Professor Quiz: A Gratification Study", and explored four kinds of needs that were being gratified from quiz show programs of radio which were; the information/education, competitive self-esteem. The sporting appeal and self-rating. In soap operas, gratification needs were; wishful thinking, emotional release, and advice. As far as reading the newspapers is concerned, the readers took it as a tool to know daily happenings, information about public affairs and its interpretation, social contact, and social prestige.

Over time, uses and gratification became and formalized as a formal systematic approach in the 1970s. That form sought to understand the psychological and social needs that generated the hopes that people made from the media which led to multiple patterns of media use that results in gratifications of needs and other unintended motives (Katz, Blumler & Gurevitch, 1974, p. 20). Theory argues that audience is active in using and gratifying needs (expectations) (Katz,

1974). “combined product of psychological dispositions, sociological factors and environmental conditions” are called needs which motivate towards exposure to media. Whereas gratification is fulfillment of those (Palmgreen, 1984). Over time, the researchers found different needs being gratified from different media (like soap operas, sports programs, etc.). It is argued that basic needs remain same while exposure to media uses (Ruggiero, 2000). Though the needs differ as mediums changes, some needs or motivations are the fundamental across media (Zolkepli & Kamarulzaman, 2015). Bryant and Miron (2002) conducted a study on “Uses and Gratification of Late-Night Comedy: An exploration of motivations for watching political comedy programs” the students doing bachelors thrived for the following motives, information, entertainment, and diversion. The survey was conducted based on uses and gratification by utilizing the tool of Rubin scale which was formed to gauge the perception of the viewers from a view of general TV content consumers (Rubin, 1985). The existing literature offers the following needs identified by the previous scholars in exploring the media and viewers' relationship towards infotainment programs.

Information Need

Soule (2001) explained that infotainment programs have emerged as primary-cum significant home of information. He explored through the uses and gratification approach that the people who happened to expose themselves towards these kinds of shows as the source of information (i.e. news) or as source of mixture of entertainment and news triggered wider mental processes as compared to people who exposed themselves for entertainment purposes only. According to Pew Research (2004), the infotainment programs has become hot cake for the communication scholars in contemporary world, it is all because these programs grabbed significant interest of its viewers. The late-night infotainment programs had not been used for political awareness purposes in past but not they have become (near to) leading outlets for political information. The method of disseminating information through the use of mockery and comedy inspired the scholars to explore the connections between politics and humor, the collaboration of the two entities, and also the intersection's consequences between them. Through the survey, they have also found that the regular viewers of political satire (a genre of the infotainment) tend to have more political knowledge than the consumers of the hard news media solely (Pew Research, 2004).

Entertainment Need

Katz, Hass and Gurevitch (1999) explored the distinction between information seekers and the entertainment seekers. So, he dug out that the regular (hard) news viewers tended to be more information seekers whereas the ones who exposed themselves to the infotainment programs tended to be more entertainment seekers. Holtz-Bacah & Norris (2001), surveyed under the umbrella of uses and gratification and dug out that the entertainment factor is getting their way increasingly with time among masses because of their interest in such kind of programs that have entertainment portion at large (i.e. Infotainment). People prefer entertainment programs over soaps, documentaries, and current affairs. He also explored that more media expanded, the entertainment portion had dominated over all the genres. Many of the television content is serving the masses for gratifying their relaxation and entertainment needs. Another research found the viewers believe that they tend to expose to infotainment programs to be entertained mainly and to gratify informational desires that meant that during the process of entertaining from the infotainment programs, the learning became the second use after entertainment (Qin, 2008). Uses and gratification suggest that there are two soaked media orientations involved

selectively and intentionally like using media for the sake of information which is one of goals oriented motive, whereas a ritualized motive is that the media is just chosen for diversionary purposes like to diverging attention or passing time out of the habit (Metzger & Falanagin, 1998, p. 339).

Communication Competence Need

When we talk about the infotainment, humor is an important element of the genre. The humor has also been connected to increase communication competence (Parks, 1994). Communication competence is learned and valued characteristic of humor. The people who tend to expose to humor in any shape, they tend to seek communication competence as well. Humor is a learned skill that can be applied and cultivated in different situations of life simultaneously (Ziv, 1984). Communication Competence refers to "communicating in ways that are effective and suitable for a given situation". For the present study communication competence refers to the economy of words to be used in interaction with peer group in an informal setting (where humor could be used more frequently to win arguments or show superiority in conversation). Over time, the theory came under the critic's consideration who criticized for being unidirectional for lack of telling the motives' intention. Thus, the scholars continued exploring the different angels of the following theory. In the contemporary literature, the concept has been reformulated by stressing upon the comparison between the two of the key components of the theory; (GS) Gratification Sought & (GO) Gratification Obtained from media (Palmgreen, Wenner & Rosengren, 1985). By applying the following concepts on the difference between the seeking and obtaining of the needs, it would help to measure the level of satisfaction on the infotainment programs. In this regard, as was explained earlier that the UG considers the audience as active and goal-oriented which enables them to gratify the wide range of gratification needs from the media (Littlejohn, 2008).

Reciprocal Relationship of Seeking & Gratifying Needs

The theory posits that if the medium fulfills the needs that were being sought by a viewer, this will lead to consistent use of that medium at time when the need opted to gratify (Palmgreen & Rayburn, 1979). The difference is sought and obtained in needs has made by UG for the first time (Greenberg, 1974; Katz et al., 1974). But a little research has been found on the distinction at the practical level in research. Like a study conducted in a way that discrepancy (difference) between gratifications sought and obtained predicts the satisfaction level. Initial seek which determines medium to expose does not certainly yield that sought into obtained. Gratification seek refers to the motive of viewers which tend to grab their attention towards the particular media or media genre, whereas the gratification obtained is the outcome from that gratification seeking motive after exposing to media or media genre (Lariscy, & Tinkham, 2012). Another distinction UG made is the discrepancy between gratification sought and obtained (Greenberg, 1974; Katz et al., 1973). Gratification sought is the expectation of the viewers which they seek to be gratified from media. It is also called as a motive to use media. On other hand, gratification obtained is the actual quantity of gratification in response to that sought by media (Katz et al., 1973).

As it is clear that the viewers don't use to gratify from the media content all the time. For this to happen, the seek of particular need is required. And in return, relevant content of media gratify that need. In our state, people seek to gratify information, entertainment and communication competence needs from infotainment content. Also, a need that is being sought by the viewers

is not necessary to be fully gratified. Difference between gratification sought and gratification obtained of particular need is yielded into dissatisfaction of viewer on that particular program. Similarly, as the gratification level of the viewer's increases, the satisfaction level also increases. The satisfaction also leads to the dependency of the viewers on that media content. [Palmgreen et al. \(2003\)](#) examined relationship between gratifications sought and gratification obtained from TV genre of political satire. Results advised that gratification sought motive is connected either strongly or moderately with its imitating gratification obtained, on other side, literature review of the following study also proposed that the reportedly seek gratifications by concerned audience will not always be the same as the obtaining gratifications (p. 23). However, the later study is examined by [Wenner \(2006\)](#) which showed that viewers may seek the different levels of gratifications from source from where they seek at time when they exposed to infotainment programs.

The basic assumptions of UG also include that audiences seek out media to gratify their needs among other competitors of gratifying them ([Lariscy, Tinkham & Sweetser, 2011](#)). For example, those who gratified from peer groups for information (like political) do not happen to gratify the need from media as compared to those who rarely discuss it in peer-group (competing for medium to gratify information need). Gratification obtained is a strong predictor in evaluating media use and continual exposure ([Kaye & Johnson, 2002](#)). Many studies explored the motives behind using media but failed to address the relationship between GS and GO ([Papacharissi & Mendelson, 2011](#)). In this linking, few studies have tried to empirically explore the relationship between GS and GO. But the majority of them were related to social networking sites (SNS) use ([Chiu & Huang, 2015](#)). Thus, those studies were about the general exploration of the GS and GO and didn't account for the discrepancy measurement before and after the exposure. Only one study conducted on this discrepancy is found but that was conducted on SNS use ([Bae, 2017](#)). The viewer will evaluate the program as if it is satisfying the sought need of the viewers ([Palmgreen & Rayburn, 1979](#)). And the viewer will stop exposing towards a medium if it will not gratify the sought-need of the user and the latter would switch to other mediums for same purpose.

User Satisfaction (US)

One of the important factors in understanding the media-user interaction is “user satisfaction” ([Patwardhan, Yang, & Parwardhan, 2011](#)). User satisfaction is defined as perceived fulfillment as a result of exposure to media ([Dobos, 1992](#); [Palmgreen et.al., 1985](#); [Patwardhan et al., 2011](#)). The following arguments are also aligned with the consumers' satisfaction model in which it is described that when performance of a product exceeds expectation of a consumer, satisfaction from that product would be observed ([Oliver, 1980](#); [Jacobs, 1995](#)). Thus, based on the following assumption, researchers further explored satisfaction from different mediums by expectation-confirmation model ([Yoon & Rolland, 2015](#)). In this regard, user satisfaction, in return, ensures continuance intention. It can also be said, US is expected to occur when GO would be higher than GS.

H1: Greater discrepancies (GO-GS) of information (a), entertainment (b) and communication competence (c) will generate greater user satisfaction with infotainment programs.

Intention to Continue Exposure to Infotainment Programs

The intention is defined as “the subjective probability that an individual will perform a given behavior” ([Bae, 2017](#)). [Triandis \(1977\)](#) further termed that it has positive effect on the behavior.

Researchers found that intention explained variance in behavior. It is also argued that behavior is explained by the intention to perform (Wu & Wang, 2005). In this connection, it is a good proxy to explain the behavior after user satisfaction. In other words, if a user is satisfied with the content of the program, he or she would likely continue his or her exposure towards that program in the future (Bae, 2017). In this linking, based on the following logic, it is proposed that;

H2: User satisfaction will yield greater Continuance Intention towards infotainment programs.

Habitual Use

User and gratification theory explains that the viewers are active and they are aware of their needs which they seek to get gratified from media. However, it is criticized that this exposure not necessarily only because of activeness but due to the unconscious mind. Nisbett and Wilson (1977) named this unconscious state as a habit. It means, sometimes, the audience views the media for just due to a habit of watching it (LaRose, 2010). So, UG scholars suggest taking into account the habitual use of the viewers to understand the viewing patterns (Abelman & Atkin, 2000). Also, researches classified habitual use as a motivational force along with other motives of using media (LaRose, 2010; Rosenstein & Grant, 1997). Habit is described in research in psychology as automatic behavior that is triggered by external environmental stimulus rather the conscious motivation (Verplanken & Orbell, 2003). The habitual use is considered to be an vital source of media exposure (LaRose, 2010). As described by Wu, Wang, and Tsai (2010), viewers pay attention to a certain medium/program due to a habit. Based on these arguments, habitual use is a strong predictor to explain if the Continuance Intention is because of the satisfaction yielded by GO-GS discrepancy or by habitual use. But it is discussed that satisfaction also yields habitual use (Wang, Harris, & Patterson, 2013). However, Shiau and Luo (2013) disagreed with this positive impact of habit on user satisfaction. It is assumed that is the effort is not conscious then the consumer will be left unconcerned about satisfaction. Habitual use may also decrease the user satisfaction yield after GS-GO discrepancy. So, following hypothesis is proposed;

H3: The GO-GS (information, entertainment, communication competence) discrepancies will be weak predictors of user satisfaction with users having more habitual use than those having less infotainment habitual use.

Similarly, if the exposure to infotainment programs is because of habitual use, user satisfaction will not necessarily because of GS-GO discrepancy. And if the user satisfaction is not because of GS-GO discrepancies then Continuance Intention of exposing to infotainment programs will not only because of actual user satisfaction yielded from GO-GS discrepancy. One of previous studies found that habitual use negatively moderated the relationship between satisfaction and the continuance intention (Chiu & Huang, 2015). Based on the following, another hypothesis is formed.

H4: Habitual use will negatively moderate the effect of satisfaction on infotainment programs' Continuance Intention.

RESEARCH METHODOLOGY

Participants were chosen on the base of convenience sampling. The undergraduate students of institute of communication studies, University of Punjab, and students of the same discipline at the same level at University of Central Punjab, Lahore, Pakistan. Another variable that was

kept into account while giving questionnaires was that all of the respondents are either having Urdu (54%) or Punjabi (46%) as their mother tongue because of the content of infotainment programs on Pakistani news channels consisted on both languages. The final sample consisted of 400 respondents (after cleaning data). The average age of the respondents was $m=21.74$ $SD=4.02$.

Data Collection Procedure

“Data was collected through a survey questionnaire. First, the questionnaire was prepared and provided to 30 students for pilot testing. After ensuring that respondents can clearly understand questionnaire, it was distributed to sample. Second, universities were selected, and permission was taken from mass communication departments for study. When permission was granted to enter the university, the researcher visited the different classes to tell the students about the purpose of study, and a questionnaire was given to students in the presence of their respective teachers. Prior consent was taken from each student. Confidentiality was ensured after collecting the data”.

RESULTS OF STUDY

“An independent sample t-test was applied to check the significance of difference between male and female viewers and the gratification seek and obtained from infotainment programs. In this connection, results show that there is a significant difference between the gratification seek (information, entertainment, & communication competence) males and females of the study. In addition to this, there was also a significant difference found in males and females regarding the gratification obtained (information, entertainment, & communication competence)” in the study.

Table 1
Difference between Gratification Seeking and Gratification (Male & Female)

Dependent Variables	Male		Female		t	df
	M	SD	M	SD		
Information GO	12.21	4.23	10.54	4.04	4.11***	398
Entertainment GO	15.12	4.61	10.72	6.11	4.10*	398
Communication-Com GO	17.14	5.50	10.52	4.08	3.35**	398
Information GS	10.37	4.87	11.01	3.27	-2.22*	398
Entertainment GS	11.40	4.24	10.12	4.24	-3.54**	398
Communication-Com GS	12.52	3.23	10.54	3.18	-4.97**	398

Two-tailed significance levels: ***p < .001. **p < .01. *p < .05.

After the independent sample t-test, relationship between gratification sought and gratification obtained was measured through the Pearson correlation in SPSS. The results show that there is positive and statistically significant relationship exists amid gratification sought and gratification obtained ($r=.56$, $p<.01$, $N=400$). Result indicates that there is a relationship between viewers' expectation and gratification they are obtaining from infotainment shows. After examining the relationship, we created new variable with name of gratification obtained and gratification sought discrepancy which shows that what discrepancy exists amid expectation and actual gratification viewers getting from the infotainment shows. This new variable was used in evaluation of the structural model of Smart PLS 3.2.9. After the preliminary analysis, “Partial least square (PLS)

based structural equation model was used to analyze collected data. SmartPLS version 3.2.9 was applied to measure the reliability and validity of the scales and to test the proposed model of study.

SmartPLS is becoming popular in diverse fields (Henseler, 2018; Henseler, Müller & Schubert, 2018) because of its capability to test the complex models a lower sample size and handling the non-normal data effectively (Hair, Hult, Ringle, & Sarstedt, 2013). In addition to this, this software is helpful in dealing with high construct variables and it maximizes variance explained which is not possible with covariance based structural equation modeling. Moreover, PLS is aptly fit for purpose of study because the study aims to test the relationship among variables in order to predict the Continuance Intention. The study applied the two-step approach. First, the measurement model was examined, and second step structural model was assessed". A 5000 bootstrap sampling was used to analyze structural part of model with respective significance levels.

Evaluation of Measurement (outer) Model

First, the measurement model was examined through Cronbach alpha, composite reliability, factor loading and average variance extracted (AVE). "Cronbach alpha and composite reliability measures indicate the internal consistency of items used in the model. Table 2 shows the values of these both reliability measures which indicates that the composite reliability measure is for different constructs is above the satisfactory level of 0.70. "While Cronbach Alpha values also indicating good reliability because all values are above 0.80. According to number of scholars, the Cronbach alpha values are considered good when they come in the range of 0.70 to 0.90" (Bland & Altman, 1997; Tavakol & Dennick, 2011). On the other hand, the rule of thumb for composite reliability is 0.70 (Hair, Ringle, & Sarstedt, 2011). The convergent validity of all the construct was determined by the factor loading of items and average variance extracted (AVE) values. The recommended value for factor loading is 0.70. The table 2 shows that all the items in different constructs have value above this threshold. The rule of thumb for average variance explained is above 0.50 (Hair et al., 2013) and different construct AVE values fulfilled cut-off point value. The table shows the average variance explained the value of gratification sought, gratification obtained, dependency on the infotainment programs, enjoyment of infotainment, validation of infotainment language, condemnation of infotainment language and Continuance Intention.

Table 2

Psychometric Properties of Gratification, Satisfaction, and Continuance Intention

Variables	K	λ Range	α	CR	AVE
Information GO	4	0.70-0.80	0.81	0.86	0.52
Entertainment GO	4	0.70-0.82	0.82	0.84	0.58
Communication Com GO	6	0.73-0.79	0.84	0.86	0.61
Information GS	4	0.75-0.85	0.80	0.86	0.63
Entertainment GS	4	0.71-0.78	0.75	0.77	0.57
Communication Com GS	6	0.72-0.82	0.84	0.86	0.61
User Satisfaction	4	0.62-0.81	0.72	0.74	0.55
Habitual Use	7	0.70-0.83	0.76	0.79	0.51
Continuance Intention	4	0.72-0.92	0.81	0.82	0.65

Note. k = number of items, CR = composite reliability, AVE = Average variance extracted, λ (lambda) = standardized factor loading α = Cronbach's alpha

Discriminant validity of the construct was measured through “the Fornell-Larker Criteria and heterotrait monotrait ratio of correlations (HTMT) value. Fornell-Larker criteria is considered good when AVE value of each construct is higher than the squared correlation of each construct with other (Fornell & Larcker, 1981). In this study, Table 3 illustrates the discriminant validity is established because AVE values (off diagonal) were higher than the corresponding rows and columns values. Heterotrait-monotrait (HTMT) ratio of correlations is considered a better way to understand the discriminant validity and HTMT considered good when all of its value is below one. A value below 0.85 or .90 is a recommended threshold (Henseler et al., 2015; Kline, 2011; Voorhees, Brady, Calantone, & Ramirez, 2016). All values of HTMT were checked and we found that they are below the threshold value”. It means the construct achieved discriminant validity.

Table 3
Mean, Standard Deviation and Correlation among Factors.

	1	2	3	4	5	6	7	8	9
1. Information GO	0.78								
2. Entertainment GO	.41**	0.71							
3. Communication Com GO	.42**	.22**	0.72						
4. Information GS	.43**	.38**	.31**	0.68					
5. Entertainment GS	.26**	.35**	.25**	.51**	0.73				
6. Communication Com GS	.26**	.34**	.54**	.42**	.40**	0.64			
7. User Satisfaction	.32**	.26**	.41**	.25**	.32**	.44**	0.67		
8. Habitual Use	.50**	.27**	.30**	.31**	.28**	.41**	.45**	0.79	
9. Continuance Intention	.30**	.20**	.20**	.22**	.31**	.35**	.42**	.54**	0.66

Note. ***p < .001. **p < .01. *p < .05

Evaluation of Structural (Inner) Model

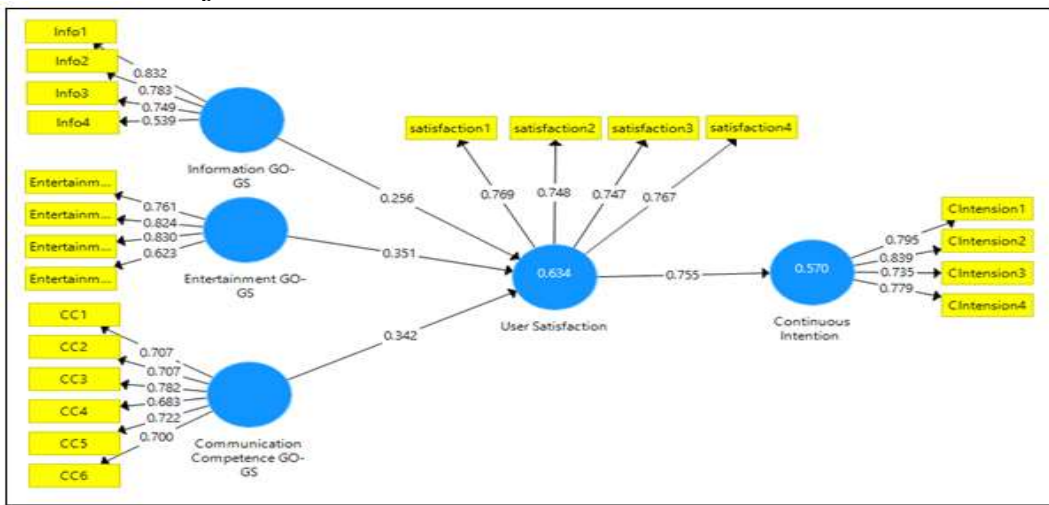
The structural model examines that how GO-GS discrepancy (Information, entertainment, & communication competence) is leading the viewer to satisfaction from infotainment programs and user satisfaction is predicting intention to stay or continuously watching shows/programs. The results of the direct effect show (see table 4) that GO-GS discrepancy of information has positive effect on user satisfaction ($\beta = .26$, $t = 7.23$, $p < .001$). In addition, GO-GS discrepancy of entertainment has also positive effect on user satisfaction ($\beta = .35$, $t = 8.84$, $p < .001$). Moreover, GO-GS discrepancy of communication competence is positive related with user satisfaction ($\beta = .34$, $t = 7.77$, $p < .001$). It means higher the GO-GS discrepancy will lead to higher satisfaction. The overall model accounted for a variance of 63% in prediction of user satisfaction. Thus, H1a, H1b, and H1c is supported. In addition to this, user satisfaction from infotainment programs is a significant predictor of Continuance Intention ($\beta = .76$, $t = 14.21$, $p < .001$). The overall model accounted for a variance of 57% in the prediction of Continuance Intention. Therefore, H2 was supported.

Table 4
Direct Effects of GO-GS Discrepancy, User Satisfaction, and Continuance Intention

	Antecedent		Consequent	
		User Satisfaction		Continuance Intention
	Coeff.	f2	Coeff.	f2
GO-GS Information	.26***	.21		
GO-GS Entertainment	.35***	.23		
GO-GS C Competence	.34***	.16		
User Satisfaction			.76***	.13
R2	.63		.57	

Note. GS= Gratification Seek, GO= Gratification Obtained, C competence= Communication Competence
 Coeff. = standardized regression coefficient

Figure 1
 Structural Modeling



We measured habitual use with Likert scale and then we converted this scale in two categories, low habitual user and high habitual user. We first took median value which is 4.90 and users scores which were above this value taken as high habitual user. While those users who have less score than the 4.90 were taken as low habitual users. After converting the interval scale into categories, multigroup analysis (PLS-MGA) was performed to check the moderating role of habitual use variable. In low habitual user, relationship between information GO-GS and satisfaction was significant ($\beta = 0.38, t = 9.34, p < .001$). Relationship between entertainment GO-GS and satisfaction was significant ($\beta = 0.31, t = 8.38, p < .001$). The relationship between communication competence GO-GS discrepancy and satisfaction was also significant ($\beta = 0.25, t = 6.48, p < .001$). All the GO-GS discrepancies were significant related to satisfaction in low habitual users. On other hand, in high habitual users, information GO-GS discrepancy was insignificantly related with satisfaction ($\beta = 0.04, t = 3.54, p < .05$). Entertainment GO-GS ($\beta = 0.18, t = 3.54, p < .05$) and communication competence GO-GS ($\beta = 0.11, t = 3.14, p < .05$) were significant related to satisfaction but their effect was decreased which shows that habitual use negatively moderated the relationship of variables. These results support H3. Relationship between satisfaction and continuous watching of the infotainment programs is affected in high

habitual user and this relationship was decreased in high habitual users. Therefore, H4 is also supported.

DISCUSSION & CONCLUSION

The study was guided by Uses and gratification approach to explore continual use of exposure to infotainment programs of Pakistan. Whether continuance intention of exposure to infotainment programs is because of user satisfaction yielded from GO-GS discrepancy or habitual use is playing its part in moderating following relationship? Basic sought-gratifications underling the exposure to infotainment programs were classified into three constructs, as guided by existing literature: the information, entertainment and communication competence (Putra, Widiantara, Putra, Suryadi, & Yudistira, 2022). In this connection, the finding against the first objective of the study suggests that as gratification of needs exceeds from sought of them, user satisfaction increases. Consequently, this finding/result endorsed the previous work which explored when the medium crosses the expected gratification initially sought, users of that medium becomes more satisfied and would repeat their exposure to same content (Palmgreen & Rayburn, 1979). Moreover, the finding is also consistent with the functional theorizing scholars who believe the consumption of a medium depends on its relevancy with the user's personal needs (Snyder, 1992).

The present study also found that the user satisfaction from infotainment programs is result of exceeding the gratification from sought and this finding is aligned with finding of a previous scholar who found that entertainment and interpersonal utility (GO-GS) discrepancies were strong predictors of most watched TV programs (Palmgreen et al., 1980). User satisfaction of the viewers of infotainment programs increases as viewer felt that the infotainment programs are more entertainment than anticipated. The user satisfaction was measured with the GO-GS discrepancy before but it was confined to only social networking sites uses only (Chiu & Huang, 2015). This study extends the body of the literature by exploring it on infotainment programs. Sometimes, use of a medium is not in total conscious control of a user. The user may use it just because of becoming habitual to it which could moderate relationship of users' satisfaction from that medium/program (Mittal, 1988; Triandis, 1980). In line with perspective, habitual use played a significant moderating role on the user satisfaction and Continuance Intention. As the habitual use increases, the role of it in negatively moderating the relationship of user GO-GS discrepancy with user satisfaction and latter with Continuance Intention (Aarts et al., 1998; Verplanken et al., 1997). Finding also provides several implication on theoretical and practical grounds.

Theoretical Implications

1. The study extends existing literature of exploring user satisfaction with gratification and sought discrepancy particularly from infotainment programs which could further predict the continual use of the following programs.
2. It also indicates that exposure to the following programs depends on the motivational concerns of the viewers with the situations that can gratify them (see DeBono, 1987; Lavine & Snyder, 2000).
3. A major criticism on user and gratification was lack of satisfying needs over exposure due to habitual use (Kubey & Csikszentmihalyi, 2013; LaRose, 2010; Limayem et al., 2007). The study found the empirical evidence to draw attention towards the crucial

role of habitual use in moderating gratification-sought and user satisfaction relationship (which is negative in our case).

Practical Implications

1. The viewers having lower habitual use tend to be more satisfied from fulfilment the motivations and returned to the infotainment content again. Whereas the viewers who do not return to infotainment content again in lieu of their motivations could behave in miscalculate manner because their constant use would not since of any predictable reason but of a habit.
2. Producers and directors of following programs should provide something meaningful to the habitual users of the infotainment programs so they could extract something meaningful and could return to their motivation-gratification equation.
3. Present study suggests to focus content targeting needs of information, entertainment, and communication competence so viewers could relate it to their underlying motives behind exposure.
4. The practitioners should also explore the factors influencing the (high) habitual use in different contexts.

Recommendations

1. The future researchers should also focus on factors influencing habitual use behind the user satisfaction and Continuance Intention.
2. They can also focus on other predictors of user satisfaction and Continuance Intention like personality traits which could have a profound effect on exposure to infotainment programs of Pakistani news channels.

REFERENCES

- Aarts, H., Verplanken, B., & Knippenberg, A. V. (1998). Predicting behavior from actions in the past: Repeated decision making or matter of habit? *Journal of Applied Social Psychology*, 28(15), 1355-1374.
- Abelman, R., & Atkin, D. (2000). What children watch when they watch TV: Putting theory into practice. *Journal of Broadcasting & Electronic Media*, 44(1), 143-154.
- Abid, S., & Bilal, Z. (2019). Political Communication and TV Comedy: Examining Descriptive Patterns of Political Entertainment on Mainstream TV Channels of Pakistan. *Journal of Media Studies*, 33(1), 45-68.
- Ames, K., & Ewart, J. (2018). 'I entertain my friends': Talk radio callers' views on their role in entertaining the audience. *Participations*, 15(2), 5-17.
- Bae, M. (2017). Understanding the effect of the discrepancy between sought and obtained gratification on social networking site user satisfaction & continuance intention. *Computers in Human Behaviour*, 79, 137-153.
- Baek, K., Holton, A., Harp, D., & Yaschur, C. (2011). The links that bind: Uncovering novel motivations for linking on Facebook. *Computers in Human Behaviour*, 27(6), 2243-2248.
- Bagozzi, R. P., Baumgartner, J., & Yi, Y. (1989). An investigation into the role of intentions as mediators of the attitude-behavior relationship. *Journal of Economic Psychology*, 10(1),
- Barton, K. M. (2009). Reality television programming and diverging gratifications: The influence of content on gratifications obtained. *Journal of Broadcasting & Electronic Media*, 53(3), 460-476.
- Bartsch, A., & Viehoff, R. (2010). The use of the media entertainment and emotional gratification. *Procedia-Social and Behavioral Sciences*, 5, 2247-2255.

- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation confirmation model. *MIS Quarterly*, 25(3), 351-370. Bland, J.M. and Altman, D.G. (1997). 'Statistics notes: Cronbach's alpha'. *BMJ*, 314, 572.
- Browning, N., & Sweetser, K. D. (2014). The let down effect: Satisfaction, motivation, and credibility assessments of political infotainment. *American Behavioral Scientist*, 58(6), 810-826.
- Bryant, J., & Miron, D. (2002). Entertainment as media effects. In J. Bryant & D. Zillman (eds.). *Media effects: Advances in theory and research* (2nd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
- Chang, Y. P., & Zhu, D. H. (2012). The role of perceived social capital and flow experience in building users' continuance intention to social networking sites in China. *Computers in Human Behavior*, 28(3), 995-1001.
- Chen, G. M. (2011). Tweet this: A uses and gratifications perspective on how active twitter use gratifies a need to connect with others. *Computers in Human Behavior*, 27(2), 755-762.
- Cheung, C. M. K., Chiu, P.-Y., & Lee, M. K. O. (2011). Online social networks: Why do students use Facebook? *Computers in Human Behavior*, 27(4), 1337-1343.
- Chiu, C. M., & Huang, H. Y. (2015). Examining the antecedents of user gratification and its effects on individuals' social network services usage: the moderating role of habit. *European Journal of Information Systems*, 24(4), 411-430.
- DeBono, K. G. (1987). Investigating the social-adjustive and value-expressive functions of attitudes: Implications for persuasion processes. *Journal of Personality and Social Psychology*, 52(2), 279-287.
- LaRose, R. (2010) Getting Hooked on News: Uses and Gratifications and the Formation of News Habits Among College Students in Internet Environment. *Journal of Broadcasting & Electronic Media*, 50(2), 193-210.
- Dobos, J. (1992). Gratification models of satisfaction and choice of communication channels in organizations. *Communication Research*, 19(1), 29-51.
- Greenberg, B. S. (1974). Gratifications of television viewing and their correlates for British children. In J. G. Blumler & E. Katz (Eds.), *The uses of mass communications: Current perspectives on gratifications research* (pp. 71-92). Beverly Hills, CA: SAGE.
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2013). *A primer on partial least squares structural equation modelling (PLS-SEM)*. Los Angeles, CA: Sage.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 18, 139-152.
- Hawkings, R. P., Reynolds, N., & Pingree, S. (1991). In search of television viewing styles. *Journal of Broadcasting & Electronic Media*, 35(3), 375-383.
- Henseler, J. (2018). Partial least squares path modeling: Quo vadis? *Quality & Quantity*, 52(1), 1-8.
- Henseler, J., & Dijkstra, T. K. (2015). "ADANCO 2.0", Composite Modeling, Kleve. Retrieved from www.compositemodeling.com.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- Herzog, H. (1940). *Professor quiz: A gratification study*. In P. F. Lazarsfeld & F. N. Stanton (Eds.), *Radio and the printed page* (pp. 64-93). New York: Duell, Sloan & Pearce.
- Holtz-Bacha, Christina and Norris, Pippa (2001) "'To Entertain, Inform, and Educate": Still the Role of Public Television', *Political Communication*, 18(2), 123 - 140.

- Hussain Raza, M. (2017). Effects of infotainment programs of geo news and Dunya news on the youth a case study of Dera Ghazi khan (Doctoral dissertation). Retrieved from <http://121.52.159.154:8080/jspui/handle/123456789/1056>.
- Jacobs, R. (1995). Exploring determinants of cable television subscriber satisfaction. *Journal of Broadcasting & Electronic Media*, 39(2), 262-274.
- Katz, E. (1959). 'Mass communication research and the study of culture'. *Studies in Public Communication*, 2: 1-6.
- Katz, E., & Gurevitch, M. (1974). Utilization of mass communication by the individual. In J. G. Blumler & E. Katz (Eds.), *The uses of mass communication* (pp. 19–32). London: Faber.
- Katz, E., Haas, H., & Gurevitch, M. (1973). On the use of the mass media for important things. *American Sociology Association*, 38(2), 164-181.
- Kaye, B. K., & Johnson, T. J. (2002). Online and in the know: Uses and gratifications of the web for political information. *Journal of Broadcasting & Electronic Media*, 46(1), 54-71.
- Kim, B. (2011). Understanding antecedents of continuance intention in social-networking services. *CyberPsychology, Behavior, and Social Networking*, 14(4), 199-205.
- Kippax, S., & Murray, J. P. (1977). Using television: Programme content and need gratification. *Politics*, 12(1), 59-69.
- Kline, R. B. (2011). *Principles and practice of structural equation modeling*. New York: Guilford Press.
- Kloer, P., & Jubera, D. (2000, December 17). Election 2000: The miniseries. *Atlanta journal and Constitution*, p. 10G.
- Krefting, R. (2009). Hardly News: State of Infotainment. *Studies in American Humor*, (19), new series 3, 147-156.
- Kubey, R., & Csikszentmihalyi, M. (2013). *Television and the quality of life: How viewing shapes everyday experience*. Hillsdale, NJ: Erlbaum.
- Kusumal et al., (2015). Infotainment Violation Tendency toward the Standard of Broadcast Program of Indonesian Broadcasting Commission and Moral Norm. *Journal of Film, Media and Communication*, 1(1), 2015, 36-45.
- Lariscy, R. W., Tinkham, S. F., & Sweetser, K. D. (2011). Kids these days: Examining differences in political differences in political uses and gratifications, internet political participation, political information efficacy, and cynicism on the basis of age. *American Behavioral Scientist*, 55(6), 749-764.
- LaRose, R. (2010). The problem of media habits. *Communication Theory*, 20(2), 194-222. doi:10.1111/j.1468-2885.2010.01360.x
- LaRose, R., & Eastin, M. S. (2004). A social cognitive theory of internet uses and gratifications: Toward a new model of media attendance. *Journal of Broadcasting & Electronic Media*, 48(3), 358-377.
- LaRose, R., Lin, C. A., & Eastin, M. S. (2003). Unregulated internet usage: Addiction, habit, or deficient self-regulation? *Media Psychology*, 5(3), 225-253.
- Lavine, H., & Snyder, M. (1996). Cognitive processing and the functional matching effect in persuasion: The mediating role of subjective perceptions of message quality. *Journal of Experimental Social Psychology*, 32, 580-604.
- Lee, C. S., & Ma, L. (2012). News sharing in social media: The effect of gratifications and prior experience. *Computers in human behavior*, 28(2), 331-339.
- Limayem, M., Hirt, S. G., & Cheung, C. M. K. (2007). How habit limits the predictive power of intention: The case of information systems continuance. *MIS Quarterly*, 31(4), 705-737.

- Lin, C. A. (1993). Modeling the gratification-seeking process of television viewing. *Human communication research*, 20(2), 224-244.
- Littlejohn, S. W., & Foss, K. A. (2008). Theories of human communication. Belmont, CA: Thomson/Wadsworth.
- McQuail, D. (1987). Mass communication theory: An introduction (2nd ed.). London, England: Sage.
- Metzger, J., & Flanagin, J. (1998). Audience Orientations toward New Media. *Communication Research Reports*, 19(24), 338-51.
- Mittal, B. (1988). Achieving higher seat belt usage: The role of habit in bridging the attitude behavior gap. *Journal of Applied Social Psychology*, 18(12), 993-1016.
- Modin, A., & Börholm, S. (2020). Podcasts: "Entertainment To Go": A study on why Uppsala University students listen to podcasts (Dissertation).
- Nadkarni, A., & Hofmann, S. G. (2012). Why do people use Facebook? *Personality and Individual Differences*, 52(3), 243-249.
- Nisbett, R. E., & Wilson, T. D. (1977). The halo effect: Evidence for unconscious alteration of judgments. *Journal of Personality and Social Psychology*, 35(4), 250-256.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Padilla-Walker, L. M., Coyne, S.M., & Memmott-Elison, M. K. (2017). Media and the family. In B. Fiese (Ed), *APA Handbook of Contemporary Family Psychology* (Vol. 2). Washington, DC: American Psychological Association.
- Palmgreen, P. (1984). Uses and gratifications: A theoretical perspective. *Annals of the International Communication Association*, 8(1), 20-55.
- Palmgreen, P., & Rayburn, J. D. (1979). Uses and gratifications and exposure to public television: A discrepancy approach. *Communication Research*, 6(2), 155-180.
- Palmgreen, P., Wenner, L. A., & Rayburn, J. D. (1980). Relations between gratifications sought and obtained: A study of television news. *Communication Research*, 7(2), 161-192.
- Palmgreen, P., Wenner, L.A., & Rosengren, K.E. (1985). Uses and gratifications research: the past ten years. In K.E. Rosengren, L.A. Wenner, & P. Palmgreen (Eds.), *Media gratifications research: current perspectives* (pp. 11-37). Beverly Hills, CA: Sage.
- Palmgreen, P., Wenner, L. A., & Rayburn II, J. D. (2003). Relations between gratifications sought and obtained: A study of television news. *Communication Research*, 7(2), 161-192.
- Papacharissi, Z., & Mendelson, A. (2011). Toward a new(er) sociability: Uses, gratifications, and social capital on Facebook. In S. Papathanassopoulos (Ed.), *Media perspectives for the 21st century*. New York: NY: Routledge.
- Papacharissi, Z., & Rubin, A. M. (2000). Predictors of internet use. *Journal of Broadcasting & Electronic Media*, 44(2), 175-196.
- Parks, M. (1994). Communicative competence and interpersonal control. In M. Knapp & G. R. Miller (Eds.), *Handbook of interpersonal communication* (2nd ed., pp. 589-618). Thousand Oaks, CA: Sage.
- Patwardhan, P., Yang, J., & Parwardhan, H. (2011). Understanding media satisfaction: Development and validation of an affect-based scale. *Atlantic Journal of Communication*, 19(3), 169-188.
- Putra, K. D. C., Widiantara, I. M., Putra, I. K. M., Suryadi, I. G. I., & Yudistira, C. G. P. (2022, March). An Analysis of Media Use, Gratification Sought, and Information Needs by Tourists in Bali before, during, and after the Covid-19 Pandemic. In *International*

- Conference on Applied Science and Technology on Social Science 2021 (iCAST-SS 2021) (pp. 653-660). Atlantis Press.
- Kohut, A. (2004, January 11). Perceptions of Partisan Bias Seen as Growing – Especially by Democrats: Cable and Internet Loom Large in Fragmented Political News Universe. Pew Research Center for People and the Press.
- Qin, S. (2008). The uses, gratifications and political knowledge young adults obtain from watching network newscasts and late night comedy shows. IOVA state University. Unpublished Graduate Thesis.
- Quan-Haase, A., & Young, A. L. (2010). Uses and gratifications of social media: A comparison of Facebook and instant messaging. *Bulletin of Science, Technology & Society*, 30(5), 350-361.
- Raza, Z. (2014). An analysis of perceptions of journalists and audiences on ethical issues (unpublished), Department of Media and Communication Studies Library.
- Rokito, S., Choi, Y. H., Taylor, S. H., & Bazarova, N. N. (2019). Over-gratified, under-gratified, or just right? Applying the gratification discrepancy approach to investigate recurrent Facebook use. *Computers in Human Behavior*, 93, 76-83.
- Rosenstein, A. W., & Grant, A. E. (1997). Reconceptualizing the role of habit: A new model of television audience activity. *Journal of Broadcasting & Electronic Media*, 41(3), 324- 344.
- Rubin, A.M. (1985). Uses of daytime television soap operas by college students. *Journal of Broadcasting and Electronic Media*, 29, 241-258.
- Rubin, A. M. (1983). Television uses and gratifications: The interactions of viewing patterns and motivations. *Journal of Broadcasting*, 27(1), 37-51.
- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass Communication & Society*, 3(1), 3-37.
- Shiau, W.-L., & Luo, M. M. (2013). Continuance intention of blog users: the impact of perceived enjoyment, habit, user involvement and blogging time. *Behavior & Information Technology*, 32(6), 570-583.
- Soule, S. (2001, October). Will they engage? Political knowledge, participation and attitudes of Generations X and Y. Paper presented at the German and American conference “Active Participation or a Retreat to Privacy?” Potsdam, Germany.
- Snyder, M. (1992). Motivational foundations of behavioral confirmation. *Advances in Experimental Social Psychology*, 25, 67-114.
- Stone, G., & Stone, D. (1990). Lurking in the literature: Another look at media use habits. *Mass Communications Review*, 17(1), 25-33.
- Sweetser, K. D., Lariscy, R. A., & Tinkham, S. F. (2012). The dabblers, devoted, developing, and disinterested: Examining political Internet use, Internet political sophistication, political information efficacy, and cynicism. *Journal of New Communications Research Anthology*. *Journal of New Communications Research Anthology*.
- Tavakol, M. and Dennick, R. (2011). ‘Making sense of Cronbach’s alpha’. *International Journal of Medical Education*, 2, 53–55.
- Tosun, L. P. (2012). Motives for Facebook use and expressing "true self" on the Internet. *Computers in Human Behavior*, 28(4), 1510-1517.
- Thussu, D. K. (2008). News as entertainment: The rise of global infotainment. Sage.
- Thussu, D. K. (2015). Infotainment. In G. Mazzoleni (Ed.), *The international encyclopedia of political communication* (First ed.). John Wiley & Sons, Inc.
- Triandis, H. C. (1977). *Interpersonal Behavior*. Monterey CA: Brooks/Cole Publishing Company.

- Triandis, H. C. (1980). Values, attitudes, and interpersonal behavior. In Nebraska symposium on motivation. University of Nebraska Press.
- Verplanken, B., & Orbell, S. (2003). Reflections on past behavior: A self-report index of habit strength. *Journal of Applied Social Psychology*, 33(6), 1313-1330.
- Voorhees, C. M., Brady, M. K., Calantone, R., & Ramirez, E. (2016). Discriminant validity testing in marketing: An analysis, causes for concern, and proposed remedies. *Journal of the Academy of Marketing Science*, 44(1), 119-134.
- Verplanken, B., & Aarts, H. (1999). Habit, attitude, and planned behaviour: Is habit an empty construct or an interesting case of goal-directed automaticity? *European Review of Social Psychology*, 10(1), 101-134.
- Wang, C., Harris, J., & Patterson, P. (2013). The roles of habit, self-efficacy, and satisfaction in driving continued use of self-service technologies: A longitudinal study. *Journal of Service Research*, 16(3), 400-414.
- Wenner, L. A. (2006). Gratifications sought and obtained in program dependency: A study of network evening news programs and 60 Minutes. *Communication Research*, 9, 539-560.
- Wu, J.-H., & Wang, S.-C. (2005). What drives mobile commerce? An empirical evaluation of the revised technology acceptance model. *Information & Management*, 42, 719-729.
- Wu, J.-H., Wang, S.-C., & Tsai, H.-H. (2010). Falling in love with online games: The uses and gratifications perspective. *Computers in Human Behavior*, 26(6), 1862-1871.
- Yoon, C., & Rolland, E. (2015). Understanding continuance use in social networking services. *Journal of Computer Information Systems*, 55(2), 1-8.
- Yousaf, Z., & Bajwa, F. (2013). Impact of Mimicry of Politicians in Pakistani television Comedy shows on political perception of Audience. *International Journal of Physical and Social Sciences*, 3(12), 1-18.
- Zhao, L., & Lu, Y. (2012). Enhancing perceived interactivity through network externalities: An empirical study on micro-blogging service satisfaction and continuance intention. *Decision Support Systems*, 53(4), 825-834.
- Ziv, A. (1984). *The Personality and the sense of humor*. New York: The Springer Publishing Company.
- Zolkepli, I. A., & Kamarulzaman, Y. (2015). Social media adoption: The role of media needs and innovation characteristics. *Computers in Human Behavior*, 43, 189-209.