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Empirical study on video clip consumption: Focusing on viewing habits and use motives

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Empirical study on video clip consumption: Focusing on viewing habits and use motives

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Abstract

As TV viewing on mobile devices increases, Korean broadcasters provide video clips that are made by re-editing the length or format of existing broadcast content. Traditional broadcasters and cable networks provide the edited video clips of their full live programs for free. The number of video clips for each live program is different, but generally 5 to 10 video clips for each live program are provided via online or mobile. understand the behavior of video clip consumers. This study is to understand the behavior of video clip consumers. We tried to examine how video clip consumers use video clip services according to their preferences and viewing habits. This study also aims to investigate the reason why Korean people watch short clips of television content. This study investigated the relationship between video clip use motives and actual usage of video clips. To analyze additional promotional effect of video clips, this study explore what motives are related to the intention to watch the live programs and to purchase VOD.

Keywords: TV viewing, mobile device, video clips, live programs, VOD

1. Introduction

Although traditional media usage time is generally decreasing, TV viewing still dominates other media (Cho, & Lee, 2016). However, TV shows are watched more on smartphones, tablets, PC, and other devices (Lee, & Lee, 2015; Bondad-Brown, Rice, & Pearce, 2012) than on standard TV. Additionally, the mobile Internet service market is growing rapidly as smartphones and wireless Internet have become commonplace, providing mobile-optimized and personalized content to consumers (Park, & Chon, 2010). In the mobile environment, users can consume content without time and location restrictions, and content providers, who are traditional TV broadcasters, are eager to profit from their ready-made content on a new mobile platform.

As TV viewing on mobile devices increases, broadcasters provide video clips that are made by re-editing the length or format of existing broadcast content (Cho, & Lee, 2016). Traditional broadcasters and cable networks provide the edited video clips of their full live programs for free. The number of video clips for each live program is different, but generally 5 to 10 video clips for each live program are provided via online or mobile (Cho, & Lee, 2016), and the length of each video clip is up to 10 minutes (KOCCA, 2014).

YouTube is the most frequently used platform for watching video clips in most countries (KISDI, 2015). According to the results of Hulu content analysis in the U.S.A., 87.5% of video clips were highlights of live programs and 12.5% were trailers of new programs expected to be aired in either broadcasting or cable channels, with an average length of 3.54 minutes (KOCCA, 2014).

In South Korea, currently, video clips edited by broadcasters are distributed in Naver TV and Kakao TV. Due to the contract issue between Korean broadcasters and YouTube, video clips from traditional broadcasters and cable networks have not been uploaded on YouTube since 2015.

Video clip is expected as a new medium for traditional broadcasters' advertising revenue. Especially, the number of video clips uploaded on Naver TV had doubled from 140,000 in 2014 to 290,000 in 2015, and the number of video playbacks had more than tripled (Lee, 2016). Also, Broadcasters earn additional advertising revenue by providing their video clips exclusively to online video service providers, such as Naver TV or KaKao TV. SMR, Smart Media Representative, which is a pre-roll advertising sender on video clips, was established by two Korean traditional broadcasters, SBS and MBC to generate the advertising revenue from video contents distributed on PC or mobile, and its revenue increased 280% in 2016 (Joo et al, 2017).

Thanks to video clips, viewers may be interested in related live programs and broadcasters may have an additional chance to increase their live programs' viewing rate. In addition, the popularity of video clips may lead viewers to purchase VOD content related to them. The result of the study that TV and Internet use functionally complement each other (Yu, 2004) shows the complement effect between Internet-based media and traditional media (Song, & Lee, 2016). The study found a positive correlation between new media and traditional media

use, with more N-screen users watching more TV (Song, & Lee, 2016; Han, & Lee, 2012). Since the popularity of video clips can lead users to watch full videos of live programs on the Internet through commands such as 'Replay' and 'Watch the entire episode,' video clip viewers can be induced to purchase VOD (Cho, & Lee, 2016).

One of the key purposes of this study is to understand the behavior of video clip consumers. We have examined how they use video clip services according to their preferences and viewing habits. This study also aims to investigate the reason people watch short clips of television content in South Korea. Therefore, we have studied the relationship between video clip use motives and actual usage of video clips. To analyze additional promotional effect of video clips, we also explore what motives are related to the intention to watch the live programs and to purchase VOD.

This paper has five sections. Section 2 reviews the literature related to video clip features and use motives, and introduces research questions. Section 3 explains the research method, and Section 4 shows the results of the data analysis. Finally, Section 5 discusses the research results and presents the limitations and implications of this study.

2. Theoretical background and study questions

2.1. Video clip features

As many people watch more videos on mobile, video clip services, which are optimized for mobile environment, have become a new generation of video content. Many users in South Korea watch video clips broadcasted by traditional broadcasters on Naver TV, Kakao TV, and YouTube. Video clip is a type of short video, mostly a part of live programs provided by traditional broadcasters (KOCCA, 2014). However, there is no precise and academic definition about it yet. KOCCA (2014) and Chung (2016) divided video clips into two types. One is as a part of an original live video content, especially re-edited TV content, and the other is an original content planned to mobile-optimized short videos.

In this study, we focus on the usage of video clips. In particular, we pay attention to the video clips' potential as new revenue streams in the media industry. First, video clips can be utilized as promotional content to attract people either to watch original broadcasting content on television or to buy VOD content. Second, a video clip itself can be an additional profit source for broadcasters. Broadcasters make additional advertising profits from online platforms. Furthermore, the amount of revenue from online platforms is expected to enhance, since the usage of video clips has increased. Third, the popularity of video clips may generate a new type of video watching habit. According to KOCCA (2014), given the current viewing environment, new types of video consumption habits have appeared: binge watching, niche watching, and social watching. Binge watching is a practice of watching video content for a long-time span. Netflix (2013) announced that 73% of its users defined binge watching as watching 2-6 episodes or more of the same TV show in one sitting. Niche watching is defined as watching video in spare time, whenever and wherever users can (KOCCA, 2014). Social watching is to share videos through SNS. In particular, users tend to share their favorite video content with

other people online and enjoy watching TV while communicating with other people (KOCCA, 2014). According to Google (2012), in advanced media environment, viewers have a variety of options to enjoy their video watching experiences, such as binge watching, niche watching, and social watching

Based on a variety of consumption patterns in relation to mobile video content, we explain how users consume video clips. We try to explain users' video clip watching in terms of users' video watching habits and their motives for using videos. Accordingly, the following research questions are developed:

RQ 1. What are the characteristics of video clip viewing in terms of device, time, location, and genre?
RQ 2-1. Are video clip viewing habits related to user behavior?
RQ 2-2. Are video clip viewing habits related to use motives?

2.2. Video clip use motives

Uses and Gratification is a theoretical framework to explain why people use media. It suggests what factors, such as psychological needs, motives, social circumstances, and personal practices, make people choose and use media (Kartz, Blumler, & Gurevitch, 1974). Particularly, in previous studies, motives affect user behavior (Dimmick et al., 2000). Users choose the service when their desires or needs are satisfied by a particular service feature (Lee, & Lee, 2017).

When it comes to a video clip, there is an entertainment component. Video clip's features and use motives come from its mass media characteristics because they are usually designed and produced by broadcasting companies. Therefore, it is reasonable to consider those motives, such as entertainment, pass-time, escape, relaxation, and information, which are identified as motives to watch mass media, may contribute to video clip use. Meanwhile, video clips are distributed through online platforms. Thus, content features derived from Internet cannot be ignored. The way users select, watch, and share video content in online platforms may be related to their needs and motives. Previous studies show that Internet-related media tend to be both interpersonal and mass-communicational (Haridakis & Hanson, 2009; Flanagin & Metzger, 2001). Cho & Lee (2016) argue that the major motives of video clips are personal relation, flexibility of use, selective use, benefit of watching the whole programs, economic benefit, reminiscence, information seeking, and entertainment seeking. Haridakis & Hanson (2009) proposed six factors to use YouTube, which are convenient entertainment, interpersonal connection, convenient information seeking, escape, co-viewing, and social interaction. Cha (2013) examined motivational differences to use television and Internet to watch video content and proposed eight factors: getting updates on current events, boredom relief, relaxation, entertainment, companionship, escape, habit, and social interaction.

This study examines the motive factors that lead users to watch video clips. Furthermore, in terms of video clips' promotional features, we examine whether motive factors drive users to watch live programming on TV related to video clips and to purchase VOD

related to video clips. Therefore, the following research questions were established.

RQ 3-1. What factors affect the usage of video clips?
RQ 3-2. What factors affect the intention to watch the live video related to video clips?
RQ 3-3. What factors affect the intent to purchase VOD related to video clips?

3. Research method

3.1. Sample

An online survey with video clip users was conducted for a week in October 2017. Macromill Embrain, a marketing research company, sent the online survey to its panel and those who viewed video clips less than three times a month were excluded from the survey. Although 550 persons completed the survey, 26 persons were excluded due to unreliable responses (n=524); 49.2% of respondents were male and 50.8% were female. Most of the respondents were in university or were already graduated (63.7%); 38.9% were working in offices and 21.8% were students; 13.4% of respondents were teenagers, 24.0% were in their 20s, 25.8% in their 30s, 26.3% in their 40s, and 10.5% in their 50s.

3.2. Measurement

Use motive

The items 'Personal relation,' 'Entertainment,' 'Flexibility of use,' 'Selective use,' 'Economic benefit,' 'Relaxation,' 'Issue,' 'Reminiscence,' and 'Benefit of watching the whole programs' stem from the existing studies (Cho, & Lee, 2016), and are measured on a seven-point Likert scale ranging from 1='strongly disagree' to 7='strongly agree'. A principal component analysis (PCA) with Equamax rotation detected seven components of use motive: (1) Personal relation, (2) Selective entertainment, (3) Flexibility of use, (4) Economic benefit, (5) Issue, (6) Reminiscence, and (7) Benefit of watching the whole programs (Table 4).

User behavior

User behavior was measured with the items for 'Using device,' 'Place of use,' 'Time to use,' and 'Preferred genre of video clips,' and the respondents selected the top 3 items for their 'Using device,' 'Place of use,' and 'Time to use' (Table 1). Items for 'Preferred genre of video clips' were measured on a seven-point Likert scale.

Viewing habit

Respondents rated their preferences for the following viewing habits on a seven-point Likert scale, ranging from 1 = 'strongly not prefer' to 7 = 'strongly prefer': Binge watching, Niche watching, and Sociable watching.

Intention to watch live programming on TV

‘Intention to watch live programming’ was measured with the following 3 items on a seven-point Likert scale, ranging from 1 = ‘strongly disagree’ to 7 = ‘strongly agree’: *I am willing to watch the live programming related to video clips that I viewed on Naver TV; I expect to watch the live programming of video clips that I viewed on Naver TV in the future;* and *I will watch the live programming of video clips that I viewed on Naver TV in the future.*

Intention to purchase VOD

‘Intention to watch live programming related to video clips’ and ‘Intent to purchase VOD related to video clips’ originate from existing studies (Cho, & Lee, 2016; Park et al., 2014), and were measured with the following three items on a seven-point Likert scale, ranging from 1 = ‘strongly disagree’ to 7 = ‘strongly agree’: *I am willing to purchase the VOD that I viewed on Naver TV; I expect to purchase the VOD that I viewed on Naver TV;* and *I have a plan to purchase the VOD that I viewed on Naver TV in the future.*

Attitude toward advertisement

‘Interest in advertised products,’ ‘Entertaining advertisement,’ and ‘Non-preferences for advertisement’ were based on advanced research (Cho et al, 2014), and were measured on a seven-point Likert scale, ranging from 1 = ‘strongly disagree’ to 7 = ‘strongly agree’. ‘Interest in advertised products’ was measured with the following 3 items: *I became interested in a certain product after watching the video clip ads on Naver TV; I got to know better about a certain product or service after watching the video clip ads on Naver TV;* and *I clicked on a link to the ads played before watching video clips on Naver TV.* ‘Entertaining advertisement’ was measured with the following 3 items: *Regardless of the number of views, I am more immersed in the video clip ads on Naver TV than in traditional television content; the video clip ads on Naver TV are more original than traditional television content;* and *the video clip ads on Naver TV are more interesting than traditional television content*. ‘Non-preference for advertisement’ was measured with the following 3 items: *The video clip ads are more boring than those of traditional television content; the video clip ads and traditional television content are almost the same; the length of the video clip ads are too long for the video clips run time.*

4. Results

4.1. User Behavior

Table 1 shows what device was used to watch video clips, as well as where and when video clips were watched; 63.9% of all respondents answered that smartphone is the most frequently used device to watch video clips, followed by Laptop/PC (29.0%). Video clips are mostly watched in ‘Transportation, such as car, bus, and subway’ (24.2%), followed by ‘At office/school’ (19.1%). Video clips are mostly watched on ‘Break during work’ (32.6%), ‘Before sleep’ (21.2%) and on ‘Break after work’ (21.2%).

Table 1. User Behavior: Device, Place of Use, and Time to Use

		Frequency	Percent (%)
Device	Laptop/PC	152	29.0
	Smartphone	335	63.9
	TV	14	2.7
	Tablet	23	4.4
	Total	524	100.0
Place of Use	Transportation (e.g., car, bus, subway)	127	24.2
	On the street	15	2.9
	Indoor (e.g., café, restaurant, gym)	28	5.3
	At office/school	100	19.1
	At home	254	48.5
	Total	524	100.0
Time to Use	Before sleep	111	21.2
	On the move	74	14.1
	Break during work	171	32.6
	Break after work	111	21.2
	Frequently	56	10.7
	Other	1	0.2
Total		524	100.0

Table 2 shows what genre of video clips was mostly watched. The question for Genre of video clips was 'What genre of video clips do you watch regularly or frequently?,' with the 7-point Likert scale. Video clips of 'Variety show' are watched more than those of other genres (4.87 out of 7). In addition, video clips of 'Drama' (4.10) and 'News/Current affairs' (4.03) are somewhat regularly or frequently watched.

Table 2. Use of Video clips by Genre

	Mean	SD
Drama	4.10	1.740
Variety Show	4.87	1.508
Music	3.98	1.526
Sport	3.78	2.110
News/Current affairs	4.03	1.710
Education	2.59	1.548
Information	3.44	1.843

Table 3 shows the preference for the following viewing habits: 'Binge watching,' 'Niche watching,' and 'Social watching.' The question for the preference for 'Binge watching' was 'Do you usually prefer binge watching when you watch video clips?,' the question for the preference for 'Niche watching' was 'Do you usually prefer Niche watching when you watch video clips?,' and the question for the preference for 'Social watching' was 'Do you usually prefer sociable watching when you watch video clips?', with the 7-point Likert scale. 'Niche watching' was the most preferred, with a score of 4.76 out of 7; 'Binge watching' was also preferred, with a score of 4.74. 'Sociable watching' recorded the lowest score of 3.74.

Table 3. Preferred Viewing Habit

	Mean	SD
Binge watching	4.74	1.542

Niche watching	4.76	1.320
Sociable watching	3.74	1.544

4.2. Use Motive

An exploratory factor analysis was performed in order to discover what motives viewers have to watch video clips. Table 4 shows 7 factors, such as 'Personal relation,' 'Selective entertainment,' 'Flexibility of use,' 'Economic benefit,' 'Issus,' 'Reminiscence,' and 'Benefit of watching the whole programs'. The items of each factor have a high loading value (over 0.5). Interestingly, 'Selective entertainment' is a newly introduced motive to watch video clips. This suggests that the users' main motives to watch video clips are entertainment, relaxation, and selective use.

Table 4. Factor Analysis on Use Motives

	Personal Relation	Selective entertain -ment	Flexibility of Use	Economic Benefit	Issue	Reminiscence	Benefit of watching the whole programs
To get a variety of conversation topics	0.885						
To know what to talk with people around me	0.875						
To chat with my family/friends	0.874						
To maintain intimate relationships with others	0.857						
To not be alienated from conversations with others	0.832						
To have fun		0.728					
To watch interesting scenes only		0.726					
To watch highlights only		0.701					
To watch hot issued clips		0.643					
To get some rest		0.633					
To kill time when feeling bored		0.562					
To watch the scenes in which my favorite figure comes out		0.523					
Available everywhere			0.836				
Easy to use			0.826				
Available every time			0.750				

Do not have to pay				0.847			
Do not worry about cost				0.842			
Quickly grasp the point of last broadcast				0.566			
Data is less consumed than the whole programs				0.565			
It is well-known as a good program					0.740		
To watch a program that becomes a sensation on Internet or SNS					0.739		
Because it becomes a topic of conversation on media or Internet					0.720		
Because people around me talk a lot after watching					0.717		
I do not remember the last episode						0.770	
I want to watch the broadcast that I watched before						0.724	
Because I can watch my favorite scenes						0.532	
I do not want to waste precious time watching the whole programs							0.839
Many scenes of the whole programs are not necessary							0.677
I do not have time to watch the whole programs							0.617

4.3. Viewing Habit and Genre of Video Clips

We have classified users' viewing habits depending on their preferred genres. 'Variety show' is the most preferred genre, while 'Education' is the least preferred genre. Video clips of 'Variety show' are preferred by the 'Binge watching' group (5.40 out of 7), followed by 'Drama' (4.54), 'Music' (4.31), and 'News/Current Affairs' (4.25).

Table 5. Preferred Genre of Video clips depending on Viewing habit

	Binge watching (n=169)		**Niche watching (n=146)**		**Sociable watching (n=168)**	
	Mean	SD	Mean	SD	Mean	SD
Drama	4.54	1.874	4.47	1.858	4.58	1.538
Variety Show	5.40	1.477	5.25	1.399	5.15	1.238
Music	4.31	1.684	4.29	1.520	4.46	1.389
Sport	3.76	2.318	3.77	2.234	3.89	2.046
News/Current Affairs	4.25	1.942	4.22	1.877	4.41	1.639

Education	2.62	1.704	2.64	1.765	3.28	1.730
Information	3.75	2.098	3.69	1.946	4.09	1.719

4.4. Viewing Habit and Use Motive

Table 6 shows what use motive the upper group of each viewing habit has to watch video clips. 'Selective Entertainment/Relaxation' and 'Flexibility of use' were the main use motives of all upper groups, while 'Personal relation' was the minor use motive. 'Selective Entertainment/Relaxation' (5.78 out of 7) and 'Flexibility of use' (5.69) were chosen as the main use motives by the upper group of 'Binge watching,' followed by 'Economic benefit' (5.02), 'Issue' (4.80), and 'Benefit of watching the whole programs' (4.67), in order. The main use motives selected by the upper group of 'Niche watching' were 'Selective Entertainment/Relaxation' (5.82), 'Flexibility of use' (5.73), and 'Economic benefit' (5.09), followed by 'Reminiscence' (4.78), 'Issue' (4.77), and 'Benefit of watching the whole programs' (4.73). In addition, 'Selective Entertainment/Relaxation' (5.55) and 'Flexibility of use' (5.39) were also the main use motives chosen by the upper group of 'Sociable watching,' followed by 'Economic benefit' (4.96), 'Issue' (4.93), 'Reminiscence' (4.90), 'Benefit of watching the whole programs' (4.77), and 'Personal relation' (4.24).

Table 6. Use Motive depending on Viewing Habit

	Binge watching (n=169)		**Niche watching (n=146)**		**Sociable watching (n=168)**	
	Mean	SD	Mean	SD	Mean	SD
Economic benefit	5.02	1.217	5.09	1.231	4.96	1.083
Personal relation	3.68	1.600	3.54	1.678	4.24	1.310
Selective Entertainment/ Relaxation	5.78	0.823	5.82	0.751	5.55	0.808
Flexibility of use	5.69	1.043	5.73	0.840	5.39	0.893
Benefit of watching the whole programs	4.67	1.282	4.73	1.326	4.77	1.090
Issue	4.80	1.186	4.77	1.195	4.93	0.982
Reminiscence	4.86	1.369	4.78	1.417	4.90	1.092

4.5. Factors affecting video clips usage, intention to watch live content related to video clips, and intent to purchase VOD related to video clips

Table 7 and Table 8 show the factors that influence the viewing of video clips, the intention to watch live programming on TV, and the intent to purchase VOD, determined by hierarchical regression. The regression model explains 8.9% for model 1, 19.8% for model 2, and 26.1% for model 3. According to Model 1, 'Level of education' and 'Smartphone use' are

statistically significant in predicting the usage of video clips. According to Model 2, ‘Level of education,’ ‘Smartphone use,’ ‘Interest in advertised product,’ and ‘Non-preference for advertising’ are statistically significant. Finally, Model 3 shows that the key factors affecting the usage of video clips are ‘Level of education,’ ‘Smartphone use,’ ‘Interest in advertised product,’ ‘Personal relation,’ and ‘Selective Entertainment/Relaxation’. This suggests that the higher the level of education of users and the more they use smartphones, the more likely they are to use video clips. Users who have personal relation and selective entertainment needs tend to use video clips. In addition, with regard to attitude toward advertising, users’ interest in advertised products and non-preference for advertising also affect the usage of video clips. However, non-preference for advertising had a positive effect on video clip usage in model 2, while its effect disappeared in model 3. It suggests that, even if users dislike advertisement in video clips, they watch clips because of powerful psychological needs, such as personal relation and selective entertainment.

Table 7. Factors affecting video clip usage

	Video clip usage		
	Model 1	Model 2	Model 3
Constant	7.948*	4.363*	2.410*
	(2.949)	(1.765)	(1.012)
Gender	.699	0.935	.849
	(.065)	(.081)	(.073)
Age	-1.800	-1.896	-1.699
	(-.009)	(-.009)	(-.008)
Average income	.359	-.267	-.211
	(.010)	(-.007)	(-.006)
Level of education	3.307*	3.037*	3.126*
	(.216)	(.187)	(.188)
Smartphone use	4.874*	5.124*	3.297*
	(.214)	(.212)	(.142)
Laptop/PC use	.356	-0.098	-.524
	(.012)	(-.003)	(-.016)
Interest in advertised product		4.328*	2.901*
		(.175)	(.121)
Entertaining advertising		1.986*	1.009
		(.079)	(.040)
Non-preference for advertising		.015*	0.657
		(.095)	(.026)
Personal relation			2.276*
			(.083)
Selective entertainment/Relaxation			2.416*
			(.176)
Flexibility of use			1.448
			(.075)
Economic benefit			1.022
			(.045)
Issue			0.744
			(.037)
Reminiscence			1.030
			(.047)
Benefit of watching the			-1.743

whole programs			(-.075)
R^2	0.089	0.198	0.261
Adjusted R^2	0.078	0.184	0.238

Table 8 shows the key factors influencing the intent to watch original content related to video clips and the intent to purchase VOD related to video clips. First, the regression model on the intent to watch live programming on TV explains 5.6% for model 1, 28.8% for model 2, and 42.8% for model 3. Regarding the factors affecting the intention to watch live programming on TV, 'Gender,' 'Smartphone use,' and 'Laptop/PC use' influence model 1. Also, model 2 shows that the main factors influencing the intention to watch live programming on TV are 'Gender,' 'Smartphone use,' 'Interest in advertised product,' 'Entertaining advertising,' and 'Non-preference for advertising.' Model 3 shows that the key factors affecting the intention to watch the live programming on TV are 'Gender,' 'Interest in advertised product,' 'Entertaining advertising,' 'Non-preference for advertising,' 'Selective entertainment/Relaxation,' 'Flexibility of use,' and 'Reminiscence.' The result suggests that gender and the attitude toward advertising are important factors for the intention to watch live programming on TV. In addition, users who have selective entertainment, flexibility of use, and reminiscence motives are likely to watch live programming of video clips on TV.

Second, the regression model on intention to purchase VOD explains 4.6% for model 1, 35.9% for model 2, and 44.4% for model 3. Regarding the factors affecting intention to purchase VOD, 'Average income' and 'Smartphone use' are significant factors in model 1. Model 2 shows that the key factors influencing intention to purchase VOD are 'Age,' 'Average income,' 'Smartphone use,' 'Interest in advertised product,' 'Entertaining advertising,' and 'Non-preference for advertising.' Model 3 shows that the main factors influencing on intention to purchase VOD are 'Age,' 'Average income,' 'Interest in advertised product,' 'Entertaining advertising,' 'Non-preference for advertising,' 'Personal relation,' 'Selective entertainment/Relaxation,' and 'Reminiscence.' The attitude toward advertising is an important factor for the intention to purchase VOD, and young people are likely to purchase VOD that they watched as part of video clips. Users who have personal relation, selective entertainment, and reminiscence motives are also likely to purchase VOD.

Table 8. Factors affecting intention to watch live programming on TV & intention to purchase VOD

	Intention to Watch The live programming on TV			Intention to Purchase VOD		
	Model 1	Model 2	Model 3	Model 1	Model 2	Model 3
Constant	5.631 (2.440)	-.351 (-.153)	-.988 (-.419)	7.131 (3.919)	1.439 (.753)	1.677 (.884)
Gender	2.857* (.308)	3.343* (.314)	2.708* (.234)	-1.926 (-.263)	-1.969 (-.222)	-1.077 (-.116)
Age	-.320	-.151	.345	-1.758	-2.041*	-3.053*

	(-.002)	(-.001)	(.002)	(-.013)	(-.012)	(-.018)
Average income	.626 (.021)	.134 (.004)	.474 (.013)	3.480* (.148)	3.130* (.110)	3.491* (.115)
Level of education	1.560 (.119)	1.457 (.097)	1.852 (.112)	.980 (.095)	.211 (.017)	.741 (.056)
Smartphone use	2.532* (.130)	2.832* (.127)	.266 (.012)	-2.139* (-.139)	-2.429* (-.130)	-.603 (-.032)
Laptop/PC use	2.165 (.087)	1.726 (.060)	1.350 (.043)	.570 (.029)	-.186 (-.008)	.431 (.017)
Interest in advertised product		5.157* (.226)	4.095* (.172)		5.087* (.266)	3.024* (.158)
Entertaining advertising		2.577* (.110)	3.383* (.136)		6.900* (.353)	6.825* (.340)
Non-preference for advertising		8.311* (.350)	8.031* (.322)		5.635* (.284)	5.366* (.268)
Personal relation			-.147 (-.005)			5.992* (.273)
Selective entertainment/Relaxation			3.565* (.262)			-2.598* (-.237)
Flexibility of use			2.830* (.147)			-1.341 (-.087)
Economic benefit			-1.559 (-.069)			-1.446 (-.080)
Issue			1.473 (.074)			.868 (.054)
Reminiscence			3.285* (.152)			2.963* (.170)
Benefit of watching the whole programs			-8.226* (-.357)			-1.427 (-.077)
R^2	0.056	0.288	0.428	0.046	0.359	0.444
Adjusted R^2	0.046	0.276	0.410	0.035	0.348	0.427

5. Conclusion and discussion

The study discovered how people use video clips and whether any differences appear in the use patterns according to viewing habits. This study also examined the motivation factors for watching video clips and what factors influence the intention to watch the original content on TV and purchase VOD.

First, there was no difference in the preferred genre of video clips and use motives. In the upper groups of each viewing habit, 'variety show' was the most preferred, whereas education was the least preferred genre. Music and drama were also quite preferred by all upper groups. In terms of use motives, each group of users showed the same level of motives. 'Selective entertainment' was the key motive in all groups, followed by flexibility of use, and economic benefit. With this result, we assumed that viewing habits may not be related to users' psychological needs as we had discerned.

Second, this study confirmed that the video clip use motives comprise seven factors: personal relation, selective entertainment, flexibility of use, economic benefit, issue,

reminiscence, and benefit of watching the whole programs. This result showed that people use video clips with motives that are identified as motives for mass media and Internet. In particular, selective entertainment reflects salient features of video clip content, and selective entertainment came out to be the most important factor affecting usage of video clips, intention to watch the live programming on TV and intention to purchase VOD. Interestingly, video clip use motives have a strong influence on intention to watch the live programming on TV and to purchase VOD. Especially, the regression models with video clip use motives have the 5~15% stronger explanations.

This study attempted to examine the behaviors of video clip users according to their viewing habits. As increasing number of people enjoy video content in a mobile cross-media environment, users' viewing habits would be reinforced. This means that future studies need to investigate how viewing habits are related to users' video usage behaviors.

In addition, for broadcasting companies and online platforms which run a clip video service, this study suggests two implications. Compared to factors affecting intention to watch live programming on TV and VOD, factors affecting clip usage are quite simple. Entrepreneurs may evaluate and set their business model using this study as reference. In addition, among attitudes toward advertising, the interest in advertised product should be considered as important as the video content itself. Because it came out to be a salient determinant for video clip usage, broadcasters need to consider this result when developing ad-related technology and advertising strategy.

This study investigated determinants only in the context of users. However, the form and contents feature of video clips may determine the usage of video clips. Therefore, future studies could comprise and explore multi-dimensional determinants to broaden the discussion on video clips.

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