แบบจำลองการสื่ออิทธิพลแบบอนุกรมของความพึงพอใจ ความผูกพันทางอารมณ์ที่เป็นปัจจัยเชื่อมโยงอิทธิพลของแรงจูงใจต่อความตั้งใจในการใช้สื่ออย่างต่อเนื่องของผู้ใช้งานยูทูปคนไทยกลุ่มมิลเลนเนียล

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บทคัดย่อ

จากการศึกษาพฤติกรรมผู้ใช้งานสื่อออนไลน์ที่ผ่านมา พบว่ามีการใช้ทฤษฎีการใช้ประโยชน์และความพึงพอใจจาก

การใช้สื่อ (Uses and Gratifications Theory) กรอบแนวคิดทฤษฎี S-O-R (Stimulus-Organism-Response Theory) ทฤษฎีการยอมรับเทคโนโลยี (Technology Acceptance Model) และแนวคิดทฤษฎีการยืนยันความคาดหวัง (Expectation Confirmation Model) ในการอธิบายแรงจูงใจในการใช้สื่ออย่างต่อเนื่อง งานวิจัยนี้ได้ประยุกต์ใช้ทฤษฎีการใช้ประโยชน์และความพึงพอใจจากการใช้สื่อ (Uses and Gratifications Theory) และแนวคิดทฤษฎีการยืนยันความคาดหวัง (Expectation Confirmation Model) เพื่ออธิบายความสัมพันธ์ของแรงจูงใจที่มีต่อความตั้งใจที่จะใช้สื่ออย่างต่อเนื่องในกลุ่มชุมชนเสมือนจริงของผู้ใช้งานยูทูปที่เป็นคนไทยกลุ่มมิลเลนเนียล ซึ่งงานวิจัยนี้มุ่งศึกษาความสัมพันธ์แบบอนุกรมของความพึงพอใจ ความผูกพันทางอารมณ์ ที่เป็นปัจจัยเชื่อมโยงอิทธิพลของแรงจูงใจต่อความตั้งใจในการใช้สื่ออย่างต่อเนื่อง กลุ่มตัวอย่างที่ใช้ในการวิจัย ได้แก่ ผู้ใช้งานคนไทยที่ติดตามช่องยูทูปเกี่ยวกับอาหาร ที่เกิดในช่วงปี 2524 - 2543 โดยการประมาณค่าด้วยวิธีกำลังสองน้อยที่สุดและวิธีบูตสแตรปแบบใช้พารามิเตอร์ ซึ่งผลการวิจัยสรุปได้ดังนี้ ความพึงพอใจของผู้ใช้งานช่องอาหารของยูทูปเพียงอย่างเดียวไม่สามารถทำให้เกิดความตั้งใจในการใช้สื่ออย่างต่อเนื่องในกลุ่มชุมชนเสมือนจริงได้ ในขณะที่แรงจูงใจ ในด้านความบันเทิง และแรงจูงใจด้านการบริโภคข้อมูลข่าวสารมีอิทธิพลทางอ้อมต่อความตั้งใจในการใช้สื่ออย่างต่อเนื่องในกลุ่มชุมชนเสมือนจริง โดยมีตัวแปรคั่นกลางที่ประกอบด้วยความพึงพอใจและความผูกพันทางอารมณ์ ช่วยส่งเสริมความสัมพันธ์ของแรงจูงใจกับความตั้งใจในการใช้สื่อให้ดีขึ้น

คำสำคัญ: แรงจูงใจของผู้ใช้งาน, ความพึงพอใจ, ความผูกพันทางอารมณ์, ความตั้งใจในการใช้สื่ออย่างต่อเนื่อง, คนไทยกลุ่มมิลเลนเนียล

A Serial Mediation Model of User Motivation, User Satisfaction, Emotional Commitment on Continuance Intention of Thai Millennial Youtube Users

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Abstract

Prior studies in consumer behavior signified to investigate the motivation and continuance intention in virtual communities by applying several related theories to explain this phenomenon; for instant,

Uses and Gratifications Theory, Stimulus-Organism-Response Theory, Technology Acceptance Model and Expectation Confirmation Model. However, limited studies examined the composition of Uses and Gratifications theory and Expectation Confirmation Model in virtual community's usage of Thai millennial on a specific channel. Therefore, this research focused on the investigation of a serial mediation model of user motivation on continuance intention of YouTube users in Thailand: the central role of user satisfaction and emotional commitment, which explained by the inclusion of Uses and Gratifications theory and Expectation Confirmation Model. There were 200 respondents who were members in virtual communities and have subscribed food channels. The target respondents were born between 1981 and 2000. The serial mediation effects were assessed by Ordinary Least Square Regression model and Bootstrap approach. The finding of this research demonstrated that only user satisfaction may not be able to generate continuance intention in virtual communities. While, there is a significantly indirect effect of emotional commitment between user motivation of entertainment value and information consumption value on continuance intention. Nevertheless, the relationship between user's motivation (entertainment value and information consumption) and continuance intention

was better explained by the mediation of user's satisfaction and emotional commitment. This research also indicated the keen comprehension of virtual communities' users for generating self-congruency message for remaining their users and expanding brand preference.

Keywords: Users' motivation, Satisfaction, Emotional commitment, Continuance intention, Thai Millennials

1. Introduction

In the present time, the post-consumption behaviors have been interested by researchers and practitioners. Previously, continuance intention and continuance usage were emphasized in the post-consumption behavior research (Li & Liu, 2014). There are several behavioral consequences that have been discussed in the marketing literature such as brand loyalty and positive word-of-mouth. Word-of-mouth is crucial for striving in online environment (Kim & Son, 2009). Social media would be used for many objectives for instanced to express feeling, review and share experiences throughout the post-consumption stage. Hence, continuance intention as the behavioral outcome in the post-consumption behaviors of social media is highlighted in this paper.

To create continuance intention which is important for consumer brand relationship, emotional commitment is one determinant that need to be considered. Emotional commitment is a vital determinant to create predict continuance intention. Prior, marketing literature has focused on consumer's satisfaction. Nowadays, only satisfaction may not be able to retain sustainable relationship with consumers in a highly competitive market. Social media or social networking has an effect on satisfaction or emotional commitment then the emotional commitment influence continuance intention (Gogan, 2018).

In the present time, the way of communication has changed through social media. Social media are influential for people. People can get connected easier, and have chances to communicate limitlessly. Everyone can present their lifestyle, exchange ideas, and search for information via social media such as YouTube, Facebook,

Instagram, Line, and LinkedIn. The social network site (SNS) or virtual communities enables people to share the same interests, texts, pictures, videos with other people in the same platform (Gogan et al., 2018). Not only individuals who find pleasure from the usage of social media, social media are advantageous for businesses as well. Firms can keep track of customers, provide better customer service, create new relationships and sustain relations with customers (Ellison et al, 2007).

YouTube is an online video sharing site that allows users to share and watch videos. YouTube is a popular platform for information and entertainment (Klobas et al., 2018; Rosenthal, 2018). User's motivations to use YouTube and contribute content might involve uploading videos, clicking like or unlike and sharing links with others. Khan (2017) had studied university students in USA who share links from an information offering and found that the motivation of content consumption was roused from needs for entertainment and contentment. Furthermore, most of the media shared on YouTube channel are videos. Videos have a high dree of richness, and messages in online videos transmit information via nonverbal and verbal communication channels including video, audio, and message. Then online videos have more multimedia effect than plain messages and images (Hsieh et al., 2012, p. 209).

From the year 2014, views of food and recipe content rising to 59%, and social engagement (such as likes, comments and shares) on food or cooking channels increased by 118%. Moreover, during COVID-19 in the year 2020, many people using YouTube as a source of home knowledges and home entertainment more and more with a special look at cooking channel to learning how to cook by

themselves in COVID-19 period. Especially, in this digital age, many people turn to learn how to cook from the cookbooks to the mobile or computer screen by finding their cookery channels to enjoy and learn the process of easy-medium to cook following cooking tutorials on YouTubes. In each channel provide a step by step in each technique and also offer subtitle in each ingredient which users or subscriber can enjoy and get knowledges that they can follow the cooking step. While youtuber creator of food cooking contents in each channel also have difference content, mood and tone to get the engagement of their subscribers or viewers. YouTube viewer can share their comments and their thoughts in order to allow the creators to understand the expectation of viewers and improve their content to meet the viewer needs. Consequently, YouTube was chosen as social medium in this study.

Millennials are also known as generation Y or Echo Boomers who have born during early 1981 and 2000s (Herbison & Boseman, 2009). Millennials have distinct characteristics such as multitasking skills, and multimedia skills (Chuaha et al., 2013). Moreover, millennials are good in technology usage (Wolburg & Pokrywczynski, 2001). Millennials are considered as a group of purchasing and spending power consumers, and business and brands agree that millennials would be a potential consumers for profit-making (Lazarevic, 2012). Thus, the paper aims at millenials because their charactertistics are interested for research on social networking.

In the past, many researchers tend to study user's motivation and continuance intention in social media usage by applying many theories; Stimulus-Organism-Response, Uses & Gratifications, Technology Acceptance Model and Expectation Confirmation Model. However,

there were a few researches investigate the integration of Uses & Gratifications theory and Expectation Confirmation Model theory to understand the user's motivation in adaptation information technology systems in daily life. Therefore, to fulfill this research gap, the present study aims to apply these two theories to examine the mediating role of user's satisfaction, emotional commitment in the relationship of user's motivation and continuous intention toward following a YouTube channel of Thai millennial users.

Based on the theoretical explanation provided in this research, the results suggest the beneficial outcomes to provide effective guidance for marketing management practice. In addition, this study provides the better understanding of Thai millennial social media users' behavior for designing marketing content for increasing YouTube followers and brand awareness.

2. Research objective

The current research aims to investigate the serial multiple mediation of User's satisfaction and emotional commitment in the relationship between user's motivation (entertainment value, information consumption) and continuance intention in Thai millennial YouTube users by the integration of Uses and Gratification theory and Expectation Confirmation Model.

3. Literature Review

3.1 Theorical Review

Gogan et al. (2018) indicated the finding of significant in Uses and Gratifications Theory and Stimulus-Organism-Response Theory to investigate user's motivation and continuance intention.

However, this research extends the research finding by applying other theories, which is Expectation Confirmation Model for better understanding in consumer behavior.

3.1.1 Uses and Gratifications Theory

Uses and Gratifications Theory (UGT) is an early mass communication theory that define audience as a strong and stimulated in media used. The theory emphasizes on how audiences are active with media than how media has on audiences (Katz et al., 1974). Hence, media users strongly decide to use media that satisfy their needs, and users usually use media for specific purposes to meet their different needs (Stafford et al., 2004; Byrant & Oliver, 2008). Furthermore, there are five primary assumptions discussed in uses and gratification theory. Firstly, goal-directed and motivated are main communication behavior. The second assumption is, audiences are active to select media to satisfy their needs. Thirdly, audience know what their communicational motives and gratifications are. The fourth assumption, there are many types of media that content with other sources of gratification in order to get viewers' attention. The last one, audiences evaluate their own values of media content (Flaherty et al., 1998, p. 252).

According to Uses and Gratification Theory, it can be implied to explain the conceptual model in the paper. The users of social media (YouTube) are actively seeking information with the motive of entertainment value and information consumption. Then the users are satisfied by messages or media that they sought by themselves. The YouTube users assess the values of media. When users watch those media or YouTube channels regularly, they would

attach to those media and lead to have emotional commitment and continuance intention for the long-term relationship.

3.1.2 Stimulus-Organism-Response Theory

The Stimulus-Organism-Response Theory is recognized for explaining the relationship between stimulus and response that mediated by organism. The environment stimuli are decoded by mediating tool, then the environment stimuli turned into behavioral outcomes such as purchasing or not purchasing (Lichtenstein et al., 1988). The Stimulus-Organism-Response Theory has been remarkable and employed in many arenas including marketing (Wang et al., 2007), retailing (Parboteeah et al., 2009), and information systems (Gu et al., 2016). The Stimulus-Organism-Response model is applied to examine the consequence of different motives on consumer's behavioral responses. The Stimulus-Organism-Response model composes of "stimulus taxonomy", "organism" as the mediator, and "taxonomy of behavior response". "Stimulus Taxonomy" (S) refers to environmental stimuli that evoke emotional response (Kim & Moon, 2009). The mediator that used to explain the internal relationship between stimuli and customer reaction is organism (O). Behavioral response (R) refers to "the final outcome or final action toward a reaction of the consumers which comprise psychological reactions, such as attitudes and behavioral reactions" (Koo & Ju, 2010, p. 378). Stimulus-Organism-Response Theory was applied to explain the studied model. In the paper, User's motivations which include entertainment value and information consumption are the environment stimuli (S). The entertainment and information consumption as the stimuli (S) are mediated by organism (O) which comprise of user's

satisfaction and emotional commitment. As a result of the process, the stimuli are turned into behavioral response (R) that is continuance intention.

3.1.3 Expectation Confirmation Model (ECM)

The Expectation Confirmation Model (ECM) was developed by Bhattacherjee. The expectation confirmation model is used to anticipate the continued use of information technology and information system. The Expectation Confirmation Model (ECM) has arranged the fundamental of a post-acceptance model to examine "the dynamics of user beliefs and attitudes in technology use and re-use" (Bhattacherjee, 2001). The Expectation Confirmation Model (ECM) explains perceived usefulness, confirmation, satisfaction, and IS continuance intention (Ibidem). Perceived usefulness is determined as "the extent to which a person believes that using a particular information system will enhance his or her job performance" (Davis, 1989, p. 320).

The understanding of the relationship between the anticipation in the usage of information technology or system and its real operation (Bhattacherjee 2001, p. 359). Thus, the consequence of the relationship between user's perceived usefulness and user's confirmation is user's satisfaction. Sequentially, continuance intention is influenced by perceived usefulness and satisfaction (Ibidem). Therefore, the continuance intention can be explained by Expectation Confirmation Model (ECM).

According to the conceptual model, user's motivation refers consumers' needs that seek for entertainment value and information consumption from social media (YouTube). When users are satisfied

by those motivations, they would perceive usefulness and consequently lead to satisfaction and emotional commitment. Finally, users tend to continue using social media.

3.2 Review Construct

3.2.1 User's motivation

User's motivation for online and social media used is for gratification purpose (Katz et al., 1973). Prior studies found that there are three motivation for the use of YouTube; information value, entertainment value, and social value (Gan, 2016; Haridakis & Hanson, 2009). Klobas et al. (2018) claimed that YouTube is prevailingly used for information and entertain motivation. Hence, entertainment value and information consumption were examined in the study, because the study emphasized on food and lifestyle YouTube channel. For this reason, we hypothesized the following;

H1: User's satisfaction significantly mediates the relationship between user's motivation; entertainment value and information consumption) and continuance intention.

H2: Emotional commitment significantly mediates the relationship between user's motivation; entertainment value and information consumption) and continuance intention.

3.2.2 Entertainment value

Entertainment value or hedonic value refers to the values that users receive when they use social media such as sentiment, fun, and fantasy. A social media platform with hedonic value usually being selected by users in order to relieve stress (Katz et. al, 1974; Gogan et. al, 2018). Entertainment value can retain users on the

platform for long-term (O'Brien, 2010). Users of social network usually engage with platforms that contain entertaining features such as sharing videos, audios, images and massages (Gallego et al., 2016). In the study, entertainment value was defined as fun, pleasure, and gratification from the use of YouTube. The consequece of entertainment value lead users to have satisfaction, emotional commitment, and continuance intention (Gogan et. al, 2018). Therefore, the hypothesis was defined as in the following;

H1a: User's satisfaction significantly mediates the relationship between entertainment value and continuance intention.

H2a: Emotional commitment significantly mediates the relationship between entertainment value and continuance intention.

3.2.3 Information consumption

Information is essential for daily lives, because information is required for decision making (Spink et al., 2001). There are many sources that people can choose for gathering information. Social media are channels that many users can seek and exchange information that they need. Information consumption refer to informative content that shared or uploaded by other users to fulfill information needs. According to Uses and Gratifications Theory, information consumption is the essence of a continuance intention. Moreover, information searching is a crucial determinant of social network (Bondad-Brown et al., 2012; Park, 2013). However, information that users post or announce in their social media channels has an effect on satisfaction or emotional commitment then the emotional commitment influence continuance intention (Gogan, 2018). Thus, hypotheses were considered in the following:

H1b: User's satisfaction significantly mediates the relationship between and information consumption and continuance intention.

H2b: Emotional commitment significantly mediates the relationship between information consumption and continuance intention.

3.2.4 User's satisfaction and emotional commitment

The user's satisfaction refers to a feeling of gratification that occurs from virtual community usage experience (Liang et al.,2018). Satisfaction is an outcome from the difference between consumer's expectations and the actual distribution of products or services (Oliver, 1980). Users usually satisfy when they perceive the sense of belonging in the community or when users get an expected outcome for their problem solving. According to the expectation confirmation model, the user's satisfaction plays as an important role that effects the user's continuance. When users are satisfied by virtual community, users intend to continue using or retaining with that virtual community (Oliver, 1993). Gogan (2018) found that user's motivation has a direct effect on emotional commitment. However, the indirect effect among user's satisfaction, emotional commitment and continunce intention has not been examined before. Therefore, the hypotheses were defined as the following;

H3: User's satisfaction and Emotional commitment mediates the relationship between user's motivation; (entertainment value and information consumption) and continuance intention.

H3a: User's satisfaction and Emotional commitment mediates the relationship between entertainment value and

continuance intention.

H3b: User's satisfaction and Emotional commitment mediates the relationship information consumption and continuance intention.

4. Research Methodology

4.1 Sample and Data collection

The main objective of this empirical study was to examine the serial mediating role of user's satisfaction and emotional commitment between YouTube user's motivation and continuance intention of Thai millennial in social media usage by focusing on YouTube. The non-probability sampling approach and the purposive sampling technique were applied in this research. Screening questions were used to screen qualified sample in recruiting process. A sample of 200 Thai millennial YouTube user respondents was initially selected from YouTube users who have experienced in participating, creating, and exchanging their content and attitude via online platform and interesting in food and beverage industry. Then, a total of 200 online questionnaire were sent to target respondent and collected via online channel.

4.2 Measurement Items

The survey was classified into seven sections with twenty-eight questions which included demographic data, social media usage, user's motivation, user's satisfaction, emotional commitment, continuance intention. The first part consisted of six questions, respondents were asked to describe their demographic information such as gender, age, education, occupation, income, status. The

second part, respondents were asked to indicate their social media usage behavior; for example, frequency and length of time when they spend with online social media platform. The third questions investigated user's motivation or gratification sough for using YouTube which adapted the measurement scale from Venkatesh et al. (2012) and Zhang et al. (2017). The measurement scale composed of two major constructs with eight questions including entertainment value and information consumption. In addition, three questions were used to evaluate user's satisfaction and three questions were used to measure user's emotional commitment (Lin et al., 2014) for YouTube usage. The four measurement scale items of continuance intention were applied to measure continuance intention (Lin et al., 2014).

5. Results

The majority of target respondent were gathered from female at 59% which aged between 20-25 years old at 41.5%. The results found that more than 60.5% of the respondents have bachelor degree. Approximately 37.5% have an income below 15,000 THB and 29.5% have an income level between 15,001-25,000 THB. Moreover, 46% of them are company employees as shown in Table 1 as below:

Table 1 Demographic profile of Thai Millennial YouTube users

Demographic variables	Frequency	Percentage
Gender		
Male	82	41
Female	118	59
Age		
20– 25 years	83	41.5
26 - 30 years	41	20.5
31 - 35 years	34	17
36 - 49 years	42	21
Education		
Lower than bachelor degree	44	22
Bachelor degree	121	60.5
Master degree	30	15
Higher than master degree	5	2.5
Occupation		
Civil servant/State enterprise	34	17
Company employee	92	46
Self-employed	36	18
Lecturer	8	4
Students	30	15
Income		
below 15, 000 baht	75	37.5
15, 001 – 25,000 baht	59	29.5
25,001 – 35,000 baht	25	12.5
35, 001 – 45,000 baht	20	10
More than 45, 000 baht	21	10.5
Status		
Single	159	79.5
Married	33	16.5
Widow	2	1
Divorce	5	2.5
In relationship	1	0.2

This research conducted the exploratory factor analysis (EFA) statistical method to explore the correlation among the items and group the items in a data set which based on the strong correlation. EFA was prepared for cleaner structural equation modeling before examining the reliability and validity test. Moreover, this study adopted Kaiser-Meyer-Olkin measure of sampling adequacy (KMO)

and Bartlett's test of sphericity to give guidance on the suitability of the data for factor analysis, which KMO value and Bartlett's test of sphericity were greater than 0.50, the sample is regarded as adequate (Vanichbuncha, 2011). Table 2 KMO Barrett Test have demonstrated the KMO value at 0.935 which is greater than the standard at 0.50, a chi-square value of 6418.351 with 253 degrees of freedom, with the significant at 0.000 which imply that the variables are not inter-correlated.

Table 2 KMO and Barrett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's test of sphericity	**0.935**
Approximate Chi-Square	**6418.351**
df	**253**
Sig.	**0.000**

The results demonstrated the five factors of major construct in patter matrix; entertainment value, information consumption, user's satisfaction, emotional commitment and continuance intention as follow in Appendices A. Then, Confirmatory factor analysis (CFA) was conducted to confirm the structural equation modelling. CFA is another step after conducting exploratory factor analysis (EFA) to determine the facture structure of the dataset. User's motivation (Entertainment Value and Information Consumption), User 's satisfaction, Emotional Commitment and Continuance Intention were assessed as correlated first-order factors, with their respective items as observable variables. The results from table 3 showed the overall indices from confirmatory factor analysis (CFA) such as $\chi 2$= 72.201,

Chi-Square/ degree of freedom = 2.357, RMSEA = 0.083 CFI = 0.965 and TLI = 0.961. The table demonstrated the fit statistics results.

Table 3 Goodness-of-Fit Statistics for the Estimated Measurement Models

Model	$\chi 2$	*df*	χ^2/df	CFI	TLI	PNFI	RMSEA	PCLOSE
Initial measurement model	562.825	142	3.964	0.919	0.891	0.669	0.122	0.00
Revised measurement model	285.256	121	2.357	0.965	0.961	0.838	0.083	0.000

In this research, CFI (comparative fit index) = 0.965 indicated the good fit in this research. According to Hu and Bentler (1999), rule of thumb for the comparative fit index (CFI) is the value the equal or higher 0.9 and close to 1 that demonstrated the reasonably the model fit. In this study, Comparative fit index (CFI) is equal 0.965 which indicated the good fit in this research. In addition, Tucker-Lewis Index (TLI) has been recommended by well know researchers (Bentler & Bonett, 1980; Hair et al., 2009), the value of model good fit should be equal to 0.90 or higher than, and TLI = 0.838 for this study implies reasonable fit. While, MacCallum et al. (1966) claimed a good fit of model should have the root mean square error of approximation (RMSEA) value below 0.08. The result showed that in this research received RMSEA at 0.083 or obtained in moderate fit. From the above goodness of fit evaluation, confirmatory factor analysis (CFA) for the final measurement model reasonably supported the model's fit.

In addition, in Table 4, reliability and validity test were demonstrated in this research by using internal consistency (Cronbach's alpha), composite reliability (CR), average variance extracted (AVE) in

order to examine the accuracy and consistency of measurement items. According to Hair et al. (2010), internal consistency and composite reliability (CR) should be equal to or greater than 0.7, while Average Variance Extracted (AVE) should be equal to or greater than 0.50 (Fornell & Larcker, 1981) to be considered as sufficient evidence of reliability, convergent validity, and discriminant validity, respectively.

In this research, AVE for all variables are greater than the criteria at 0.5, each item (entertainment value, information consumption, user's satisfaction, emotional commitment, continuance intention) is between 0.63, 0.90, 0.93, 0.90 and 0.84 respectively. Similarly, CR for all variables are higher than the standard at 0.5, each item (entertainment value, information consumption, user's satisfaction, emotional commitment, continuance intention) is between 0.94, 0.96, 0.98, 0.97, 0.96 respectively. Structural Equation Modelling: Guidelines for Determining Model Fit.

Table 4 Construct, Validity and Reliability Test

Construct	Items	Cronbach Alpha	Mean	Loading	CR	AVE
Entertainment value	(USM7.) Using YouTube is fun.	0.91	4.36	.885	0.94	0.63
	(USM8) I enjoy being immersed in exciting new information on YouTube.		4.10	.820		
	(USM9) I enjoy using YouTube					
	(USM10) I like YouTube and I usually use YouTube for entertainment purpose.		4.54	.909		
			4.39	.899		
Information consumption	(USM15) I accumulate broad knowledge through YouTube users' shared information.	0.96	5.09	.923	0.96	0.90
	(USM16) I acquire a variety of information from people online Using YouTube.		5.22	.980		
	(USM17) I obtain lots of useful information from people online using YouTube.		5.29	.944		
User's satisfaction	(US1) Interaction on YouTube makes me feel happy.	0.98	4.78	.948	0.98	0.93
	(US 2) Interaction on YouTube makes me feel pleased.		4.75	.976		
	(US 3) Interaction on YouTube makes me feel contented.		4.74	.968		
Emotional commitment	(EM1) I have a pleasure to the subscribed channel and watch it regularly.	0.97	4.82	.946	0.97	0.90
	(EM2) I feel enjoying when I read comments that posted by other users.		4.90	.950		
	(EM3) I feel that I am aroused to be more curious by subscribed YouTube channel when I watch it regularly.		4.95	.953		
Continuance intention.	(CI1) I will recommend this online social network to my friends.	0.96	5.42	.967	0.96	0.84
	(CI2) My intentions are to continue using YouTube rather than any alternative.		5.43	.981		
	(CI3) When a new type of YouTube is introduced, I will definitely try it		5.11	.878		
	(CI4) I usually intend to subscribe and watch videos from my favorite YouTube channels rather than subscribe and watch other channels.		5.19	.842		

Pearson Correlation Coefficient was executed in order to define the relationship between research constructs. Research finding was presented in the table 5. The table showed that there is a positive significant relationship between user's motivation, satisfaction,

emotional commitment and continuance intention. There is a positive relationship between entertainment value and information value, r= .593**, p=0.00). Similarly, there is a significant positive relationship between entertainment value and user satisfaction, r= .643**, p=0.00). There is a significant positive relationship between entertainment value and emotional commitment, r=. .636**, p=0.00). Finally, there is a significant positive relationship between entertainment value and continuance intention, r=. .560****, p=0.00).

Table 5 Table Descriptive Statistics and Bivariate Correlations Between the Variables Under Study (n=200)

	Mean	SD	EV	IC	US	EC	CI
EV	4.3463	1.43092	1	.593**	.643**	.636**	.560**
IC	5.2000	1.41697	.593**	1	.582**	.662**	.724**
US	4.7550	1.46558	.643**	.582**	1	.782**	.674**
EC	4.8900	1.41189	.636**	.662**	.782**	1	.790**
CI	5.2850	1.33823	.560**	.724**	.674**	.790**	1

Moreover, the serial mediation is conducted by following the previous study (Preacher & Hayes, 2004) which investigated the direct and indirect effect of constructs (depicted in table 6). In this study, indirect effect was performed by flowing the IBM SPSS AMOS version 26 through Ordinary least squares (OLS) regression and bootstrapping technique see figure 1. The results confirmed that user's satisfaction significantly did not mediate the relationship between entertainment value and continuance intention (p-value = 0.486) confidence interval value (Lower 0.486 and Upper 0.115). Then, H1a is not accepted

based on the results. Likewise, the results demonstrated that user's satisfaction did not significantly mediate the relationship between information consumption and continuance intention (p-value = 0.44) confidence interval value (Lower -0.018 and Upper 0.054). Therefore, H1b is not accepted based on the results. While, Emotional commitment significantly mediates the relationship between user's motivation; entertainment value and information consumption) and continuance intention. Therefore, Hypothesis 2a and 2b are accepted according to the results (p-value = 0.44) confidence interval value (Lower 0.019 and Upper 0.139; Lower 0.063 and Upper 0.212). Similarly, the results also indicated that user's satisfaction and Emotional commitment mediates the relationship between user's motivation; entertainment value and information consumption) and continuance intention. (p-value= 0.44) (Lower 0.081 and Upper 0.244; Lower 0.028 and Upper 0.124). Therefore, hypothesis 3a and 3b are accepted.

Hypothesis	Indirect Path	standardized Estimate (Beta)	Lower	Upper	P-Value	Results
H1a	EV>>US>>CI	0.025	-0.045	0.115	0.486	Not accepted
H1b	IC>>US>>CI	0.012	-0.018	0.054	0.44	Not accepted
H2a	EV>>EC>>CI	0.070*	0.019	0.139	0.031	Accepted
H2b	IC>>EC>>CI	0.132***	0.063	0.212	0.001	Accepted
H3a	EV>>US>>EC>>CI	0.291***	0.081	0.244	0.00	Accepted
H3b	IC>>US>>EC>>CI	0.134**	0.028	0.124	0.002	Accepted

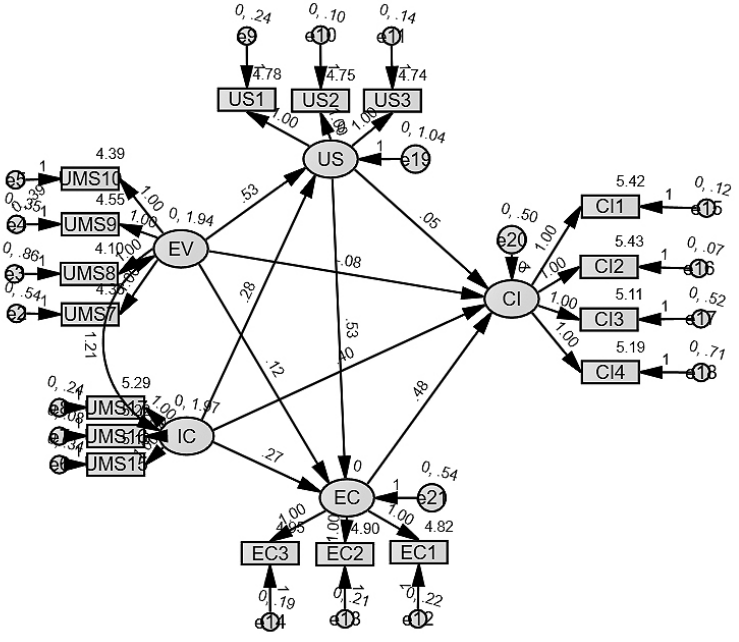


Figure 1 Mediation Results

6. Discussion and Conclusion

This study aims to investigate the serial multiple mediation of emotional status (user's satisfaction and emotional commitment) between users' motivation (entertainment value and information consumption) and continuance intention in Thai millennial YouTube users by the integration of Uses and Gratifications Theory and Expectation Confirmation Model. The results indicated that the majority of hypothesis in the proposed serial mediation model were supported (Table 6). Similarly, Gogan et al. (2018) found that most of the results were accepted, user's motivation (hedonic gratification, social gratification and utilitarian gratification) has direct effect on

user's satisfaction, emotional commitment and continuance intention of Weibo users in China. On the other hand, these results were limited by statistical technique in calculating the serial mediation of emotional status (user's satisfaction and emotional commitment).

This research has a number of limitations. First, the demographic data was limited to Thai Millennial users who interested in food and beverage and also follow food channel on YouTube, the results of the study has limited generalizability. In addition, this study chooses only two dimensions of user's motivation (entertainment value and information consumption) from related literature on YouTube social media. Then, the others dimensions may be change depend on the categorization of social media used.

From a theoretical view point, this research results contribute to the digital marketing literature in many ways. First, whilst previous researches based on adopted Uses and Gratifications theory (UGT) and S-O-R theory in predicting continuance intention behavior, this research proposed other theories and believed that it can explain continuance intention better than previous research. Therefore, Expectation Confirmation Model was integrated with Uses and Gratifications Theory in explaining the indirect effect of user's emotional state in the relationship between user's motivation and continuance intention in the context of Thai Millennial YouTube users. Second, this research lengthens the Expectation of Confirmation Model and Uses and Gratifications Theory in the digital marketing literature by examining the serial mediation of user's satisfaction and emotional commitment between entertainment value, information consumption and continuance intention. Third, our empirical study

demonstrated that emotional commitment has a crucial role in generating continuance intention in context on YouTube platform. Therefore, future study should pay more attention to emotional commitment in creating continuance intention on social media platforms.

According to the managerial implications, the outcome of the research indicated that content creator or marketing manager should concentrate on the two major dimension of user's motivation; entertainment value and information value, user's motivation and emotional commitment, to maximize user's continuance intention and minimize switching intention to another channel. Moreover, to generate regular behavior, content generator or marketer should explore user's need to spend time on their YouTube channel such as engaging, entertaining, informational, beneficial to users. Furthermore, content creators were recommended to use and present the self-congruence message or reference group to consumer in order to generate emotional commitment toward Thai Millennial YouTube users. Besides, the results suggested that content creators or marketing managers should concentrate on developing emotional commitment with consumer in social media sites platform in retaining followers on this virtual community. In addition, the results from the empirical study may be applicable to another online social network such as Instagram, Twitter and Tiktok. Finally, the results will provide the better understanding in Thai millennial social media users' behavior for content creators or providers so they will be able to create a more effective marketing content for increasing brand awareness and maintaining YouTube followers.

Therefore, this research examined the indirect effect of user's

satisfaction and emotional commitment by applying OLS and bootstrapping technique in order to extend the results from prior study. The finding implies that only user satisfactions is not enough to explain the relationship between user motivation and continuance intention. Therefore, emotional commitment is included in the model to predict the interaction between user's satisfaction, motivation and intention, the result demonstrated the crucial role of user's emotional state (user's satisfaction and motivation) in this model. In addition, this research has integrated Uses and Gratifications (UGT) and Expectation Confirmation Model (ECM) to explain consumer behavior in social media usage. Likewise, many researches have applied Uses and Gratifications Theory (UGT) for investigating consumer motivation in social media usage (Froget, Baghestan & Asfaranjan, 2013; Haase & Young, 2010; Hossain, 2018), while some previous study adopted other theories to explained phenomenon toward marketing stimuli (Gogan et al., 2018; Boehm, 2019). Then, the resulted demonstrated that both Uses and Gratifications Theory (UGT) and Expectation Confirmation Model (ECM) can better explain consumer motivation and continence intention behavior than previous research.

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