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Antecedents of viewers' Watch behavior toward YouTube videos: evidence from the most populous muslim-majority country

Abstract

Purpose - This study attempted to determine the impact of Attitude toward Content Creator, Subjective Norm and Perceived Content Quality in affecting people's intention and behavior to watch videos posted on YouTube in Indonesia

Design/methodology/approach - Using questionnaire, data from the total of 112 individuals living in Indonesia gathered in this study, in which, these respondents are individuals who've been watching YouTube contents at least 3 (three) hours a day for the past 8 months. Moreover, all of these data were processed and analyzed using PLS method in order to determine the impact given by one variable toward the other.

Findings - Based on the results of the analysis, authors concluded that both factors, namely content credibility and perceived content quality play significant and positive roles in determining people's intention to watch – and ultimately behavior to Watch - contents or videos published on YouTube, with the former turned out to be the stronger predictor.

Originality/value – Current study attempts to modify and merge both the concept of theory of reasoned action (TRA) and product quality theory in order to explain Indonesians' behavior toward watching contents published on YouTube, which, to authors' knowledge, was still in rarity.

Keywords - Content Credibility, Perceived content quality, Intention to Watch, Watch Behavior, Consumer Behavior

Paper type – Research paper

1. Introduction

YouTube had been undoubtedly regarded as one of the most popular video-sharing website across the globe, in which, such perception was supported by the fact that more and more people are watching videos (or contents posted on the platform. According to the data posted by Statista, the number of YouTube viewers has risen or grown by 4.9% in 2021 alone compared to the number of YouTube viewers on the previous year (www.globalmediainsight.com, 2022). Moreover, according from the same source, it was reported that the number of global YouTube viewers or users had grown exponentially for the past 4 years. Furthermore, the number of YouTube viewers all around the world had escalated, from a total of around 1,4 billion people in 2017, to a total of 2.43 billion people in 2022, and that such numbers were predicted to further rise to around 2.85 billion viewers in 2025 (www.Statista.com, 2022). Such statistical data had shown the immense (and ever-growing) popularity that YouTube experience for the past years compared to its competitors. Meanwhile, in a similar manner, more and more Indonesians are also actively

watching various contents posted in YouTube, in which, such argument was supported by data published by Statista (www.Statista.com, 2022), which ranked Indonesia as the 3rd country with the largest YouTube viewers as of April 2022 with a total viewers of 139 million people, trailing only United States and India, while ahead of various other countries such as Brazil, Japan, and Mexico. These data underlined that more than half of the population in Indonesia had accessed YouTube, which further serve as a proof that YouTube had seemingly become a popular video-streaming platform which most Indonesians favor compared to the other similar media platform (such as TV channels, Radio, other Social Media platforms, etc) which tend to offer similar contents.

Furthermore, such trend (regarding the high – and increasing - number of Indonesians accessing YouTube from time to time) tend to also be affected by the recent COVID-19 pandemic outbreak which occur all over the world – including Indonesia (Sofian, 2020; Supadiyanto and Murti, 2022). In this case, since people were strongly advised (and obligated at some point) to stay and do all of their activities at their respective home, then it could be understandable that these people will certainly spend most of their time "locked" within their home, which in turns could increase the risk of these people experiences boredom throughout their daily life (Travis and Nix, 2020). Therefore, when boredom occur, then one way that most Indonesians will try to do to get rid of their boredom at that moment was by watching various contents or videos posted by various so-called "content creators" on YouTube platform (Lukman, 2020; Ceci, 2023). Moreover, these data or trend was further supported based on the results of the preliminary study conducted by the authors before commencing this research. When being asked about "whether or not respondents' felt that the intensity of them watching YouTube videos tend to increase during the pandemic time compare to the pre-pandemic situation", out of 189 random respondents, around 185 answer "Yes" to this question, which indirectly imply that the amount of hours or time that most of these respondents spend to watch YouTube did increase during the COVID-19 pandemic situation. Furthermore, when being asked a question about "the reason of watching YouTube videos during the pandemic" to these same group of respondents, most of them (117 out of 189 individuals) stated that they decide to watch YouTube in order to ensure that they won't get "bored" staying at their home during the pandemic. The results of these preliminary study had inadvertently proven that most people tend to access YouTube platform in an intense manner, which in the end could explain why the number of YouTube viewers tend to escalate over time (especially during the pandemic). However, still one big question remains regarding which factors affect or determine these people's willingness or decision (and ultimately behavior) to watch contents on YouTube as opposed to watch similar contents posted on the other similar video-sharing website available to the public? Therefore, this study was designed to answer this question by proposing three factors which authors determine could affect people's willingness to watch contents on YouTube platform, namely Attitude toward Content Creator, Subjective Norm and perceived content quality.

In regard to these three factors, attitude itself could be defined as people's subjective judgement on whether or not all of the information or contents made and posted by certain content creator were deemed valid and could be trusted (Savolainen, 2022; Bhattacherjee, 2022; Kumar *et al*., 2022), while subjective norm referes to how people around the individuals influence the individuals' decision to perform certain behavior, which, in this research, referes to behavior to

watch YouTube videos (Sciarelli *et al.*, 2021; Shurrab *et al.*, 2019). In this case, there are so many contents posted on YouTube by various different creators each day, in which, in many cases, some of these contents were actually similar to each other. Therefore, the viewers' judgement regarding whether or not certain creators could be trusted could significantly determine one's intention to watch the contents posted by these creators. Meanwhile, other than the credibility of the creators who created and published their contents, the quality of the content published on YouTube itself could also determine people's willingness to watch such contents. Quality itself could be understood as the differences between what people are expecting from certain products/services and the actual performances of such products/services themselves, in which, this definition inadvertently imply that people's personal judgement toward how certain products/services are performing could determine whether or not the quality of such products/services could be regarded as satisfactory (Akoglu & Özbek, 2022; Alsarraf *et al.*, 2022). In regard to the contents posted on YouTube, there have been hundreds of thousands of videos with similar themes or concepts posted on YouTube every day, in which, such facts had indirectly motivated and pushed many creators to create certain content with high standards in order to differentiate one 's content with the other similar contents. Later on, when people perceive that the quality of the content or video published by one creator had fulfilled their expectations (while being regarded as better compared to the other similar videos at the same time), then this kind of judgement could ultimately increase people's willingness to watch – and finally Watch – the video or content in the future (Miao *et al.*, 2022).

Therefore, according to the arguments explained above, this study was designed to test whether or not both perceived content quality and Attitude toward Content Creator play significant roles in determining Indonesians' intention to watch (and Watch) videos published on YouTube. While there have been many studies explaining or assessing the impact of both quality and credibility toward consumers' behavioral intention to perform certain behavior (Hemsworth *et al.*, 2005; Suki, 2014; Saeed & Grunert, 2014; Mansour & Diab, 2016; Fei *et al.*, 2017; Rai *et al.*, 2021; Zhou *et al.*, 2022; Kwateng *et al.*, 2021), however, to authors' knowledge, many of these studies tend to focus on people's intention to buy certain goods or services other than videos posted on video-sharing sites. Furthermore, this study also attempted to merge and modify two different frameworks to explain people's behavior toward watching videos on YouTube, namely the theory of reasoned action (TRA), which was formulated by Fishbein & Ajzen (1975), and the perceived quality theory which was formulated by Gilmore (1974) and Steenkamp (1989). In terms of the TRA concept, it was hypothesized that people's attitude toward certain behavior, together with the others' subjective evaluation toward such behavior, could significantly determine an individual's willingness to perform such behavior. In terms of the topic or variable proposed in this study, variable perceived Attitude toward Content Creator closely mimics the concept of attitude, since whether or not certain content creators could be regarded as trustable was solely based on how the viewers judge or assess the creators themselves, while people around the viewers (such as parents, colleagues, friends, coworkers, and so on and so forth) could also play important roles in affecting viewers' judgement or evaluation concerning the creator.

Meanwhile, according to the concept of quality proposed by Steenkamp (1989), it is argued that the quality of a product could be deemed "excellent" when people or users think or argue that how the product was performing had satisfied all of the expectations and requirements set by the

users themselves. In this case, variable perceived content quality closely resembles or mimics the concept of product quality, since videos or contents posted on YouTube is a form of service, and that service itself could also be categorized as a product, then whether or not certain contents or videos were regarded as a "good-quality videos" was solely determined by how the viewers assess or judge such videos. Furthermore, there have been several studies which had been conducted with the purpose of assessing people's behavior or engagement toward YouTube contents. First of all, study conducted by Muda and Hamzah (2021) attempt to understand how consumers' perceived source credibility of UGC (user-generated contents) in YouTube videos affect their attitudes and behavioral intentions to buy beauty and skincare products promoted through these videos. In this case, the focus of this research was mainly on "people's willingness to buy products promoted through YouTube videos", and not on their willingness to watch the videos themselves as what the current study attempt to investigate. Furthermore, previous research by Muda and Hamzah (2021) attempt to merge both the social identity theory (SIT) and the source homophily theory, while current study attempt to assess people's willingness to watch YouTube videos from the perspectives of both TRA and Perceived Quality theory. Next, another study by Khan (2017) did attempt to understand people's participation or engagement toward YouTube videos. However, other than the fact that Uses and Gratifications (U&G) framework was used as the main theory of this study, previous study by Khan (2017) also didn't specifically focus on viewers' watch behavior, but also on their participation or other behavior toward the videos (such as giving like, dislike, comment, or share YouTube videos), while current study try to specifically put the focus of the study toward understanding people's intention and behavior to watch YouTube videos. Similarly, another study by Munaro et al. (2020) also attempt to study factors affecting the number of views, likes, dislikes and comments received by YouTube videos, instead of factors determining why people want to watch videos on YouTube. Therefore, based on these gaps, by combining and modifying both TRA and Perceived Quality theory into one single conceptual framework, this research attempt to analyze factors determining Indonesians' willingness to watch various videos published on YouTube.

2. Literature review & hypotheses formulation

2.1 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is a social psychology theory that was developed by Fishbein and Ajzen (1975). According to TRA, a person's behavior is determined by their intention to perform a behavior, which is influenced by their attitudes and subjective norms (Moon and Lee, 2014). Attitudes are the evaluations a person has of a behavior, while subjective norms refer to the social pressure to perform or not perform a behavior. If an individual has positive attitudes towards a behavior and perceives social pressure to perform that behavior, their intention to perform the behavior is strengthened, and the likelihood of the behavior being performed increases (Paek *et al.*, 2011). One strength of TRA is its emphasis on the role of attitudes and subjective norms in determining behavior. By accounting for both cognitive and social factors that affect behavior, TRA provides a comprehensive understanding of why people behave the way they do. Additionally, TRA's focus on intention as the immediate predictor of behavior allows interventions to target changing intentions, which can then lead to changes in behavior. For instance, an

intervention targeting an individual with negative attitudes towards exercise could aim to change those attitudes by providing information about the benefits of exercising. Similarly, an intervention targeting an individual perceiving social pressure from peers to engage in risky behaviors such as drug use could aim to change these subjective norms by promoting alternative norms that endorse healthier behaviors (Ashaduzzaman *et al.*, 2022; Rahmafitria *et al.*, 2021).

However, TRA has some limitations. First, its reliance on self-reported measures of attitudes, subjective norms, and intentions may not always reflect actual behavior accurately. Second, TRA does not account for other factors that may affect behavior such as personality traits, past experiences, and environmental factors. Finally, TRA assumes that individuals have full control over their behavior, and that intentions always result in the expected behavior, which may not always be the case. In conclusion, the Theory of Reasoned Action is a valuable framework for understanding and predicting behavior. It highlights the importance of attitudes and subjective norms in shaping intentions and behavior, making it a useful starting point for designing interventions that target behavioral change. Despite its limitations, TRA provides a nuanced understanding of why people behave the way they do and provides a foundation for developing effective interventions to promote healthier behaviors (Pundir *et al.*, 2021).

2.2 Perceived Quality Theory

Quality is a critical factor that influences consumers' purchase decisions. Developed by Gilmore (1974) and Steenkamp (1989), the perceived quality theory aims to explain how consumers evaluate product quality and how it impacts their purchase decisions. According to Steenkamp's theory, product quality is a multi-dimensional construct that consists of three components: functional, technical, and psychological quality. Functional quality refers to the extent to which a product performs its intended function, whereas technical quality refers to the extent to which a product is well designed and manufactured. Psychological quality, on the other hand, refers to the perceptions and beliefs that consumers hold about a product. These components combine to create an overall perception of product quality. Steenkamp's theory suggests that consumers use a two-stage process to evaluate product quality. In the first stage, consumers assess the functional and technical quality of a product based on objective criteria such as product specifications and performance. In the second stage, consumers evaluate the psychological quality of a product, based on their perceptions and beliefs about the product. These perceptions may be influenced by factors such as brand reputation, packaging, and advertising (Koech *et al.*, 2023; Oh *et al.*, 2023). Furthermore, this theory also suggests that the importance of each component of product quality may vary depending on the product category. For example, functional quality may be more critical for products such as electronics and appliances, while psychological quality may be more important for luxury goods and fashion items. In the end, this theory provides a useful framework for understanding how consumers evaluate product quality. By considering the functional, technical, and psychological components of product quality, marketers and managers can develop effective strategies to influence consumers' perceptions and purchase decisions (Zheng *et al.*, 2022). However, the theory is not without limitations, and future research should aim to address these gaps to provide a more comprehensive understanding of product quality evaluation.

2.3 Attitude toward Content Creator

The rise of social media has given birth to a new breed of influencers, known as content creators. These individuals have large online followings and create content in various forms such as videos, photos, and blogs. As a result, the concept of attitude toward content creators has emerged as an important area of research in the field of marketing (Silva *et al.*, 2014). Attitude toward content creators refers to the positive or negative feelings and beliefs that consumers hold toward these individuals (Nawi *et al.*, 2023). The attitude is formed based on various factors, including the quality and relevance of the content, the perceived expertise of the creator, and the perceived authenticity of the creator's persona (Kaba *et al.*, 2023). A positive attitude toward a content creator can lead to increased engagement with their content, increased brand loyalty, and increased purchase intention. In this case, consumers' attitudes toward content creators are heavily influenced by the perceived authenticity of the creator. Consumers are more likely to have a positive attitude toward a creator who they perceive as being genuine and honest in their content. This perception of authenticity can be enhanced by the creator's transparency about their personal life, their struggles, and their values (Meng and Xu, 2012; Pundir *et al.*, 2021). Moreover, another factor that influences consumers' attitudes toward content creators is the perceived expertise of the creator. Consumers are more likely to have a positive attitude toward a creator who they perceive as having a high level of knowledge and skill in the area they create content about. This perception of expertise can be enhanced by the creator's educational background, work experience, and their ability to provide informative and insightful content (Djafarova and Foots, 2022; Hosen *et al.*, 2022).

2.4 Perceived content quality

Perceived content quality is the subjective evaluation of the overall quality of a piece of content, which includes audiovisual content, written content, and other types of media. This evaluation is based on an individual's subjective perceptions and expectations of the content (Asante et al., 2023; Chuenyindee et al., 2022). Perceived content quality is a vital factor that influences people's decision to consume, engage, and share content. It is essential for content creators, marketers, and advertisers to understand the importance of perceived content quality, as it directly impacts the audience's attitude and behavior towards the content (Filieri *et al.*, 2023). Perceived content quality is determined by various factors such as visual appeal, audio quality, relevance, and credibility. The visual appeal of a piece of content, such as video content, includes factors such as resolution, color, brightness, and contrast, which can significantly influence the viewer's perception of the content's quality. Similarly, audio quality is an essential factor that can impact the viewer's perception of the content's quality. The audio quality includes factors such as background noise, clarity, volume, and tone. The relevance of the content to the viewer's interests, needs, and preferences is another critical factor that can influence the perceived content quality. Credibility, which refers to the trustworthiness and expertise of the content creator, is also an essential factor that can impact the perceived content quality (Muda and Hamzah, 2021). Perceived content quality has a significant impact on people's intention to consume, engage, and share the content. When people perceive the content to be of high quality, they are more likely to consume it for a more extended period, engage with it by commenting, liking, or sharing it, and recommend it to others. In contrast, when people perceive the content to be of low quality, they are more likely to abandon

it quickly, disengage with it, and avoid sharing or recommending it to others. Therefore, content creators, marketers, and advertisers need to focus on enhancing the perceived content quality to attract and retain their target audience and achieve their desired outcomes (Dabbous & Barakat, 2020; Wilson and Edelyn, 2022).

2.5 Subjective Norm

Subjective norm refers to the perceived social pressure or expectation to engage or not engage in a particular behavior (Sciarelli *et al.*, 2021; Shurrab *et al.*, 2019; Obrenovic *et al.*, 2022). It is a crucial component of the Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1975). The subjective norm construct acknowledges the influence of social factors in shaping an individual's intention to engage in a particular behavior. According to TRA, subjective norm is determined by the individual's perception of what significant others, such as family members, peers, and authority figures think they should do. The subjective norm can be either positive or negative, and it is affected by the individual's beliefs about how much the significant others value the behavior and how much influence they have over the individual's behavior (Ture and Ganesh, 2018). The subjective norm construct plays a crucial role in understanding human behavior in a social context. It helps to explain why individuals may behave differently in different social situations. For instance, an individual may be less likely to engage in an unhealthy behavior such as smoking if they perceive that their peers do not approve of it. Conversely, an individual may be more likely to engage in a healthy behavior such as exercising if they perceive that their significant others value it (Wilson, 2022; Kaba *et al.*, 2023).

2.6 Intention and Behavior

Intention and behavior are two concepts that are closely related to each other, especially when it comes to understanding human actions (Keni *et al.*, 2022; Sabbir *et al.*, 2023; Saleem *et al.*, 2023). Intention refers to a person's plan or purpose to engage in a certain behavior, while behavior refers to the actual actions that a person takes in a given situation. In other words, intention is the mental process that precedes behavior, while behavior is the observable outcome of that intention (de Mesquita *et al.*, 2023). The relationship between intention and behavior has been extensively studied in various fields, including psychology, marketing, and economics. One of the most influential theories on this topic is the Theory of Planned Behavior (TPB), which proposes that intention is the primary determinant of behavior. However, despite the importance of intention in predicting behavior, it is worth noting that intention does not always lead to actual behavior. In some cases, people may intend to do something but fail to follow through due to various factors, such as external constraints, lack of motivation, or competing priorities. Moreover, people may engage in behaviors without consciously intending to do so, such as habitual behaviors or behaviors that are influenced by environmental cues (Nguyen *et al.*, 2023; Lee, 2023).

2.7 The effect of attitude toward Content Creator on people's intention to watch and watch behavior

Over time, there has been a significant increase in the number of contents published or posted on YouTube, along with a similar trend of people creating their own personalized accounts and self-created videos (Törhönen et al., 2020; Byun et al., 2022). YouTube content creators have the freedom to create and post their videos on their respective channels at their own convenience, as long as they are deemed appropriate by YouTube systems. However, with the increasing number of creators and similar content themes, it has become crucial for creators to ensure that their videos match their expertise and experience (Przybyła & Soto, 2021; Forzani et al., 2022; Baudier et al., 2023). This is because viewers are more likely to trust and find credible content created by individuals with relevant professional experience or expertise. For instance, people are more likely to trust and find credible "pro-gamers" who create videos on how to play certain games than non-"pro-gamers" creating similar videos. Similarly, the credibility of football players creating and posting videos on how to play football properly would be higher compared to non-footballers. When viewers deem the information or contents conveyed by certain creators to be credible and trustworthy, they are more likely to watch their videos, which could enhance the probability of Watching the same contents in the future. Based on these arguments, authors formulated the following hypotheses:

H1. Attitude toward Content Creator significantly affect people's intention to watch

H2. Attitude toward Content Creator significantly affect people's watch behavior

H3. Attitude toward Content Creator significantly affect people's watch behavior through intention to watch

2.8 The effect of Perceived content quality on people's intention to watch and watch behavior

The number of YouTube content creators and videos on the platform continue to grow, providing viewers with a vast selection of content. However, with so many videos available, viewers may struggle to choose which one to watch. Quality is a key factor that influences viewers' decision-making process (Dabbous & Barakat, 2020). Exceptional perceived content and editing quality can increase a viewer's willingness to watch a video and make them more likely Watch the same video in the future (Onofrei et al., 2022; Lee et al., 2020). Personal judgement plays an important role in determining the quality of a video and can affect a viewer's experience. With millions of videos available on the platform, viewers' assessments of the video's quality can determine whether they choose to watch a particular video over others with similar themes (Dabbous & Barakat, 2020). Based on these arguments, authors formulated the following hypotheses:

H4. Perceived content quality significantly affects people's intention to watch

H5. Perceived content quality significantly affects people's watch behavior

H6. Perceived content quality significantly affects people's watch behavior through intention to watch

2.9 The effect of Subjective Norm on people's intention to watch and watch behavior

Subjective norm, defined as an individual's perception of social pressure to perform or not to perform a behavior, has been shown to have a significant impact on people's intention to perform

a particular behavior and their actual behavior (Tan et al., 2022; Osatuyi and Turel, 2019). This is particularly true when it comes to the behavior of watching videos on online platforms like YouTube. Several studies have shown that people's subjective norm significantly influences their intention to watch certain videos and their actual behavior of watching. In the context of YouTube, subjective norm is influenced by various factors, including the opinions of others, social norms, and cultural values. The opinions of others, especially those of people whom an individual values or respects, can significantly influence their subjective norm towards watching certain videos on YouTube (Kumari et al., 2022). For instance, if a celebrity that an individual admires shares a video on their social media page, that individual's subjective norm towards watching that video may increase due to the influence of the celebrity's opinion. Similarly, if a friend or family member recommends a video, an individual may be more likely to watch it due to the influence of their opinion. These opinions can also be shaped by social norms and cultural values. For example, in some cultures, it may be considered inappropriate to watch certain types of content, while in others, it may be encouraged.

Furthermore, research has shown that subjective norm can also influence people's actual behavior (Aksoy and Abdulfani, 2019; Wu *et al*., 2022; Sciarelli *et al*., 2021). In regard to the context of Video published on YouTube, when individuals perceive that their friends, family, or social media connections approve of or engage in watching certain videos, their own behavior is likely to be influenced. This is because individuals tend to conform to the expectations of those around them in order to gain social acceptance and approval. On the other hand, if individuals perceive that those around them do not engage in watching certain videos or disapprove of them, they may be less likely to watch them. By understanding the impact of subjective norm, content creators can create content that appeals to their target audience and increases their likelihood of watching and sharing the video with their social connections (Mangafic *et al*., 2017; Ryu and Ko, 2019). Based on these arguments, authors formulated the following hypotheses:

H7. Subjective norm significantly affects people's intention to watch
H8. Subjective norm significantly affects people's watch behavior
H9. Subjective norm significantly affects people's watch behavior through intention to watch

2.10 The effect of Intention to Watch on Watch Behavior
Numerous studies in the past few decades have emphasized the significance of intention in predicting whether or not a particular behavior will be performed since intention always precede behavior (Urumsah, 2015; Japutra & Keni, 2020; Keni et al., 2022). Thus, the strength of an individual's intention to engage in a certain behavior is critical in determining whether or not they will perform it. When people's intention to engage in a particular behavior is weak, the likelihood of them executing it will be low, and vice versa (Wilson et al., 2021; Hoxha & Hoxha, 2022). As a result, it is unsurprising that intention is regarded as one of the most important and widely studied variables in marketing research since an actual behavior will not occur without an individual's intention to engage in such behavior (Upadhyay et al., 2022). Based on these arguments, authors formulated the following hypothesis:

H10. People's intention to watch significantly affect people's watch behavior
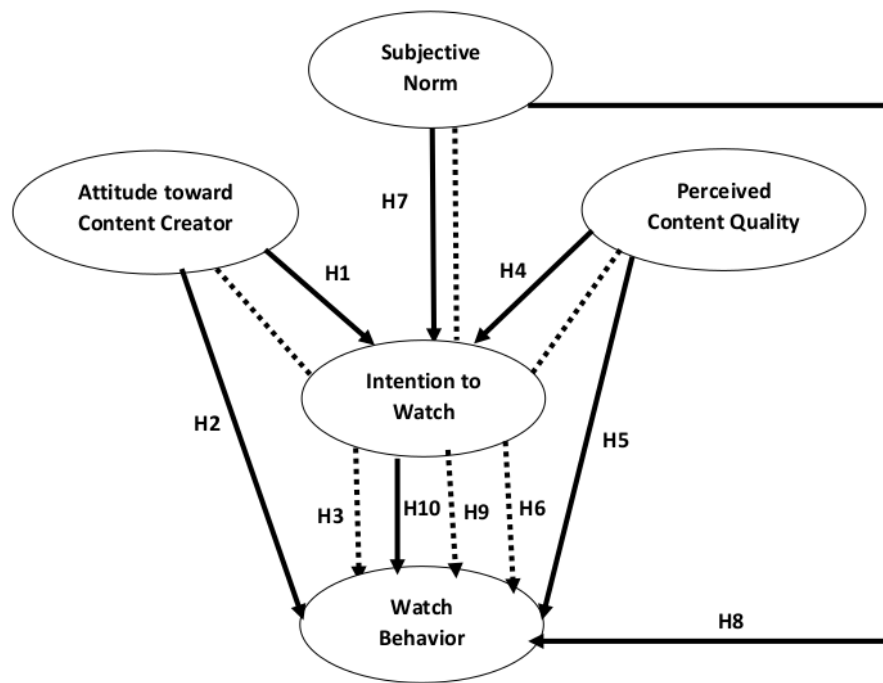
Figure 1. Proposed conceptual framework

Source: Authors' own work

3 Methodology

Using a quantitative-survey approach, this research utilizes questionnaires as form of tools used to gather the entire data required for the completion of this study. Next, purposive sampling method was adapted into this research with the purpose of ensuring that the entire individuals or respondents who participate in this research had fully conformed with all of the criteria determined by the authors. In regard to this criteria, respondents should be individuals who've been watching YouTube contents at least 3 (three) hours a day for the past 8 months. Furthermore, the videos that respondents watched were limited only to Videos posted by any of these YouTube content creators: Ria Ricis, Atta Halilintar, Jess No Limit, RANS, Baim Paula, Miawaug, Gen Halilintar, Tanboy Kun, and Nihonggo Mantappu. The reason as of why these creators were included is mainly because all of these creators had been ranked as some of the most subscribed YouTube content creators (or channels) in Indonesia as of 2023 (Taslaud, 2023; AJ Marketing, 2023) In order to ensure that these respondents conformed to this criteria, questionnaires distributed to these respondents were separated into three main sections, namely screening questions, respondents' profile and questions regarding the measurement of all variables proposed in this study. In total, after gathering all data for around 3 months, a total of 156 data were successfully collected from all respondents, in which a total of 112 data were deemed usable to be further analyzed in this study. These amount of data were deemed sufficient for this study, as these amount of data had far exceeded the minimum number of sample size stated by Gorsuch (1983), Hatcher (1994), and Suhr

(2006) who collaboratively argue that a minimum sample size in a research should be 5 times the amount of indicators included in the study (sample-to-item ratio). In this case, the minimum sample size of this research is 100, since the amount of indicators used in this study were 20.

Furthermore, regarding the measurement of all variables in this study (as presented in figure 1), there are a total of 20 indicators or items explaining all five variables adopted in this research (as shown in table 1). Indicators explaining Attitude toward Content Creator were adapted from Wei & Li (2013) and Munir *et al.*, (2019), while indicators representing Perceived Content Quality were adapted from Liu *et al.* (2017). Furthermore, indicators representing subjective norm were adopted and modified from Olga *et al.*, (2019). Moreover, Indicators representing both intention to watch and watch behavior were adopted from Laparojkit & Suttipun (2022) and Olga *et al.*, (2019). All of these indicators were modified in order to ensure that the wording of all indicators match or conform with the topic or study setting discussed in this study. Next, in order to measure all variables, a 7-point likert scales were adopted, in which, respondents' responses toward every single indicator provided within the questionnaire will vary between "1" (strongly disagree) to "7" (strongly agree).

**************** **Insert Table 1. Here** ***********

4 Results and discussions

4.1 Respondents' descriptive analysis

All 112 data were assessed using PLS-SEM method using SmartPLS 4 software, in which, four important sequential steps need to be performed one after another before analyses regarding the effect given by 1 variable toward the others could be performed. These four steps were the respondents' descriptive analyses, common method bias test, the outer model analyses, and the inner model analyses. The respondent's profile analysis was conducted was aimed at obtaining a comprehensive understanding of the characteristics of the respondents who participated in the study. This was accomplished by analyzing the demographic data of the respondents, including their age, gender, educational background, and psychographic behavior regarding the research topic. The findings of this analysis revealed that the majority of the respondents were female, constituting 58.03% of the total sample. Furthermore, it was observed that a large number of respondents had obtained a bachelor's degree as their highest educational qualification, accounting for 87.5% of the sample. Additionally, it was found that most of the participants accessed YouTube for a significant amount of time, ranging from 4 to 8 hours per day for the past 8 months. These results are indicative of the fact that the study has been conducted on a sample that is representative of the general population, given that the majority of the respondents are well-educated females who have a significant amount of exposure to YouTube. The findings also suggest that these respondents are likely to have a deep understanding and appreciation of the research topic, thereby providing insightful and valuable data for the study.

4.2 Common method bias analysis

Common method bias might occur when both the independent and dependent variables were measured using the same instrument at the same time by the same respondent. Therefore, since all of the variables (both the independent, mediating and dependent variables) were measured at the same time using the same questionnaire, a common method bias analysis in a form of a multicollinearity test was conducted in order to ensure that multicollinearity didn't exist in this study. Using VIF as the main indicators, multicollinearity didn't exist when the VIF value of all variables were well below 10 (VIF ≤ 10). Based on the multicollinearity assessment perform in this study (as presented in table 2), the VIF value of all variables were well below 10, thus confirming that this study is free from multicollinearity.

**************** **Insert Table 2. Here** ***********

4.3 Outer model analysis

Next, the outer model assessment was performed with the purpose of detecting the validity of the data, together with ensuring that all of the data gathered from the respondents were reliable. In performing this assessment, several criteria as shown in table 3 need to be satisfied in order for all of the data to be deemed as reliable and valid (Wilson et al., 2019). Meanwhile, the results of the outer model assessment performed in this study were shown on table 4 and 5 respectively.

**************** **Insert Table 3. Here** ***********

**************** **Insert Table 4. Here** ***********

**************** **Insert Table 5. Here** ***********

4.4 Inner model analysis

The last step of this PLS-SEM assessment, namely the inner model assessment, was specifically performed with the purpose of analyzing the impact of effect provided by one variable toward the others. In this study, this means that the results of the inner model assessment will be used to determine how both perceived content quality and Attitude toward Content Creator play their respective roles in both directly and indirectly affecting viewers' intention to watch – and Watch behavior – toward videos or contents posted on YouTube. Using a 90% level of significance, relationship or impact given by one variable toward the others was deemed significant if the p-value of such relationship is lower than 0.10, while, in the contrary, relationship or impact given by one variable toward the others was deemed not significant if the p-value of such relationship is greater than 0.10. The results of the inner model assessment were presented on table 6, while the results of the mediating effect tested in this research were presented on table 7.

************** **Insert Table 6. Here** ***********

************** **Insert Table 7. Here** ***********

Based on the results of the path coefficient and the mediation assessment presented on table 5 and 6 respectively, it could be seen that the p-value of all relationships had been below the cut off points of 0.10, thus confirming that all relationships in this study were significant. Moreover, all hypotheses posited in this study were also supported, which imply that both variable – Attitude toward Content Creator and perceived content quality – play significant roles in affecting both people's watch and Watch behavior toward various contents published on YouTube. The first hypothesis posited that Attitude toward Content Creator significantly affect people's intention to watch. With a p-value of 0.000 which is lower than 0.10 (0.000 < 0.10), then it can be concluded that the first hypothesis (H1) was supported. Next, the second hypothesis posited that Attitude toward Content Creator significantly affect people's Watch behavior toward the same contents. With a p-value of 0.034 which is lower than 0.10 (0.000 < 0.10), then it can be concluded that the second hypothesis (H2) was also supported.

Moreover, Next, the third hypothesis posited that Attitude toward Content Creator significantly affect people's Watch behavior toward the same contents in an indirect manner. With a p-value of 0.015 which is lower than 0.10 (0.000 < 0.10), then it can be concluded that the third hypothesis (H3) was supported. Next, both the fourth and fifth hypothesis posited that perceived content quality significantly affect people's intention to watch, and perceived content quality significantly affect people's Watch behavior toward the same contents respectively. With a p-value of 0.006 (for H4) and 0.003 (for H5) which are lower than 0.10, then it can be concluded that both the fourth (H4) and the fifth (H5) hypothesis were also supported. Moreover, the sixth, seventh, and eighth hypothesis propose that perceived content quality significantly affects people's watch behavior through intention to watch, subjective norm significantly affects people's intention to watch, and subjective norm significantly affects people's watch behavior respectively. With a p-value of 0.075 (for H6), 0.011 (for H7), and 0.049 (for H8) which are lower than 0.10, then it can also be concluded that H6, H7 and H8 were supported. Last, both the ninth and tenth hypothesis posited that Subjective norm significantly affects people's watch behavior through intention to watch, and people's intention to watch significantly affect people's Watch behavior. With a p-value of 0.001 (for H9) and 0.014 (for H10) which are lower than 0.10, then it can be concluded that both H9 and H10 were also supported.

4.5 Discussions

This study attempt to integrate (and adopt) both the TRA and perceived quality theory to explain factors which were hypothesized could affect or influence one's intention – and ultimately Watch behavior - to watch videos or contents on YouTube. Based on the results of the data analyses presented on the previous section, it can be concluded that three factors – which are Attitude

toward Content Creator, Subjective Norms and perceived content quality – play important and significant roles in determining or affecting one's intention to watch – and actual watch behavior– video contents posted on YouTube. As what have been discussed before, Attitude toward Content Creator refers to whether or not all of the information or contents published/posted by certain individuals (also known as the creator) were trustable and valid. Similarly, the concept of Attitude toward Content Creator could also refer to viewers' personal judgement regarding whether or not there's a conformity between the creators' expertise and the content or information that these creators want to show within the contents that they made. In regard to such concept, more and more new creators were actively creating their own YouTube channel on the platform, while actively posting or publishing their own contents in a regular manner. These trends had inadvertently increase the competition among these creators themselves, considering that there have been many cases where a content creator was creating contents with certain themes or concept which actually have been used or published by another creator, which in turns create a condition where more than one creator were creating and posting similar – albeit different – videos on the same platform. In this case, people's judgement or assessment toward the credibility of the creator could play a defining role in affecting viewers' decision or intention to watch one content relatives to the other similar contents available on YouTube. When viewers argue that all of the information conveyed by certain creators were deemed trustworthy and match the creators' field of expertise, then such judgement will enhance people's willingness or intention toward watching such content, which ultimately will lead to the same group of viewers Watching the same contents in the future. Problems might occur when certain creators decided to create certain contents which actually didn't match their field of expertise, in which, such step could lead people to believe that all of the information provided within the video were questionable, which, other than lowering people's assessment toward the credibility of the creator, it can also lead viewers to find another similar video which was created by a more trustable (and credible) individual. Moreover, this result also matched the results obtained by previous other studies which also found the significance of attitude in determining people's intention and actual behavior (Venciute *et al.*, 2023; Doung, 2023; Garcia *et al.,* 2022; Keshavarz *et al.*, 2021; Mukherjee and Chandra, 2022; Park *et al.*, 2022)

Meanwhile, in a similar manner, another factor which had been proven to be significant in affecting both of people's watch and Watch behavior toward contents published on YouTube is the quality of the contents themselves. Since there have been numerous contents of similar themes being published in YouTube from time to time, then it was understandable then other than the credibility of those who actually created the video, the judgement or perception made by the viewers regarding whether or not the quality of the video was satisfactory could affect people's judgement toward choosing to watch one video over the other videos. The indicator that people normally used to measure or judge the quality of the video that they watch tend to be different among people, in which, while some people argue that the quality of a video should be judged based on the editing skills and quality applied to the video itself, some also argue that the quality of the content within the video itself was important to entice and retain viewers. In this case, when viewers argue or believe that the overall quality of the video that they watch was deemed satisfactory, exceeded expectations or good, then there's a high chance that these same viewers will Watch the same video in the future, and vice versa. This finding also matched the results obtained by previous other studies which also found the significance of perceived quality in determining people's intention

and actual behavior (Dokcen *et al.*, 2021; Khare and Pandey, 2017; Rosillo-Diaz *et al.*, 2020; Sharif *et al.*, 2023; Soh *et al.*, 2017; Kaswengi and Lambey-Chechhin, 2020; Bei and Chai, 2006; Espejel *et al.*, 2009).

Lastly, the findings of this study demonstrate the importance of subjective norm in shaping the intention to watch and actual watch behavior of Indonesian YouTube viewers. Subjective norm refers to an individual's perception of social pressure or expectations from others, such as family, friends, or peers, in a given situation. The impact of subjective norm is particularly significant in predicting an individual's likelihood to watch a specific video. If an individual perceives a strong subjective norm to watch a video, it can influence their intention to watch it, as they may feel motivated by the social expectations from their network. For instance, if a group of friends strongly recommends a video, an individual may be more inclined to watch it to avoid social disapproval or disappointment. Conversely, if there is no perceived social pressure or norm to watch a particular video, an individual may be less likely to watch it. This finding also matched the results obtained by previous other studies which also found the significance of subjective norm in determining people's intention and actual behavior (Nguyen *et al.*, 2023; Abd-Mutalib *et al.*, 2023; Shou *et al.*, 2022; Balikcioglu *et al.*, 2022; Nair, 2021; Ashraf *et al.*, 2019; Wong *et al.*, 2020; Agbetunde *et al.*, 2022).

5 Conclusions and suggestions

5.1 *Conclusions and managerial implications*

Based on the results obtained and discussed in the previous sections of this study, authors concluded that both Attitude toward Content Creator and perceived content quality had proven to be two significant and positive antecedents - both directly and indirectly - of people's intention to watch and Watch behavior toward contents or videos published on YouTube. Based on these findings, authors suggest that content creators all around the globe (especially from Indonesia) to always pay a strict and foremost attention toward what kind of contents that they're creating, together with the editing quality of the contents themselves in order to ensure that people's interest and excitement toward watching the content will always be high. Furthermore, each creator should also ensure that all of the contents that they try to create (and post on YouTube) should match or conform with the expertise, skills or experience that they had relative to the video that they're trying to make in order to boost their credibility. For example, the credibility of a former football coach making a video about football-related contents will surely be higher than an ordinary individual (with no prior experience in football) who try to make the same video. Moreover, the credibility of a statistic teacher making a video about statistics-related contents will surely be higher than a tennis player who try to make a similar video. In this case, the higher the credibility of a content creator, the higher the number of people watching their video will be, considering that high credibility level that a creator possess imply that such creator is more trustworthy compare to the others. Moreover, considering that more than half of the population living in Indonesia are practicing Islam content creators should ensure that their YouTube content aligns with the values, rules, and norms of Islam. Failure to do so could result in negative consequences for both the quality of the content and the creator's reputation. If a video is perceived as inappropriate or

offensive to Islam, viewers may develop a negative attitude towards the creator and be discouraged from watching any future videos. As such, it is essential for content creators to exercise caution and sensitivity when creating content for this audience.

5.2 Theoretical implication

This research contributes to the development of marketing literatures by assessing factors affecting people's willingness – and actual behavior – to watch YouTube videos in Indonesia from the perspectives of both the theory of reasoned action (TRA) and perceived quality theory from which the conceptual framework of this study was derived. While most studies tend to implement both theory of reasoned action (TRA) and perceived quality to predict people's buying intention toward tangible products (goods), this study had proven and showed that both theories or concepts could also be used to predict people's behavior toward intangible product. Furthermore, while most studies tend to only assess individual's behavior using a single theory, this study had proven that both TRA and perceived quality theory could be integrated or merged together to explain people or consumers' behavior. Moreover, this is also one of a few studies which attempt to understand people's behavior toward watching YouTube videos from the perspective of both theory of reasoned action (TRA) and perceived quality theory, since other previous studies which attempt to study people's engagement or behavior toward videos posted on YouTube tend to use another concepts, frameworks or theories other than these two framework.

5.3 Directions for future research

Despite the rigorous nature of this study, some limitations still exist. First, this study was solely performed in Indonesia. Considering the differences of behavior between people in Indonesia and the other people living in the other country, further study was recommended to be performed in order to boost the generalizability of this concept. Second, this study was also solely discussed about the content published on YouTube, in which, such fact might render the results obtained in this study difficult to be applied on different types of contents published or posted on the other media platforms. Therefore, further studies were suggested for future authors to re-test the conceptual framework proposed in this study on different video-sharing or social media platforms. Lastly, since this study was performed during the COVID-19 pandemic situation, this study might yield different results if this research was performed before or after the pandemic condition. Therefore, future authors were also recommended to replicate this study to further assess the relationships between factors posited in this research during the post-pandemic era.

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Table 1
Indicators/measurements used to measure all variables in this study

Variable	Coding	Indicator
Attitude toward Content Creator	CC1	Creator "X" is dependable
	CC2	All of the information conveyed by creator "X" is trustworthy
	CC3	Creator "X" is reliable
	CC4	Creator "X" is sincere
Perceived content quality	CQ1	I think the video that I watch is of high quality
	CQ2	I perceive this video is well made
	CQ3	I think the video that I watch is pleasing
	CQ4	I think the video that I watch is informative
	CQ5	I think the editing quality of this video is great
Intention to Watch	IW1	I will encourage my friends to watch this video
	IW2	I will say positive things about this video to the others
	IW3	I won't switch to the other similar videos created by the other creators
Watch behavior	RW1	I plan to Watch this video in this future
	RW2	It is highly likely for me to Watch this video in this future
	RW3	I intend to watch this video continually
Subjective Norm	SN1	My parents think that watching Videos posted by "X" is a good idea
	SN2	My colleagues think that watching Videos posted by "X" is a good idea
	SN3	My parents often watch Videos posted by "X" is a good idea
	SN4	My colleagues often watch Videos posted by "X" is a good idea
	SN5	My parents support my decision to watch Videos posted by "X"

Source: Authors' own work

Table 2
Multicollinearity Analysis

	SN	ATT	INT	WBH	PCQ
SN			1,120		1,104
ATT			1,747		1,453
INT					
WBH					1,461
PCQ			1,807		

Source: Authors' own work

Table 3
Criteria need to be satisfied at the outer model analysis

Criteria	Validity/Reliability	Requirement need to be satisfied
Factor loading	Convergent validity	The loading of every indicator need to exceed 0,60
Average variance extracted (AVE)	Convergent validity	The AVE of every variable need to exceed 0,50
Composite reliability	Reliability	The composite reliability of every variable need to exceed 0,70
Cronbach's alpha	Reliability	The composite reliability of every variable need to exceed 0,70
HTMT	Discriminant validity	The HTMT value of all variable need to be lower than 0,90

Source: Authors' own work

Table 4
Outer model assessment (convergent validity & reliability)

Variable	Coding	Loading	AVE	Composite Reliability	Cronbach's Alpha
Attitude toward Content Creator	CC1	0.790	0.745	0.921	0.885
	CC2	0.876			
	CC3	0.866			
	CC4	0.917			
Perceived content quality	CQ1	0.878	0.777	0.946	0.929
	CQ2	0.893			
	CQ3	0.866			
	CQ4	0.903			
	CQ5	0.865			
Intention to Watch	IW1	0.826	0.667	0.857	0.753
	IW2	0.805			
	IW3	0.820			
Subjective Norm	SN1	0.845	0.693	0.877	0.835
	SN2	0.852			
	SN3	0.740			
	SN4	0.882			
	SN5	0.836			
Watch behavior	WB1	0.915	0.865	0.951	0.922
	WB2	0.940			
	WB3	0.935			

Source: Authors' own work

Table 5
Outer model assessment (HTMT value)

Variable	Attitude toward Content Creator	Perceived content quality	Intention to Watch	Watch behavior	Subjective Norm
Attitude toward Content Creator					
Perceived content quality	0.476				
Intention to Watch	0.362	0.592			
Watch behavior	0.270	0.579	0.724		
Subjective Norm	0.292	0.697	0.660	0.587	

Source: Authors' own work

Table 6
Inner model assessment – path coefficient

Relationship	Original Sample (O)	p-Value	Result
Attitude toward Content Creator → Intention to watch	0.605	0.000	Significant
Attitude toward Content Creator → Watch Behavior	0.353	0.034	Significant
Perceived Content Quality → Intention to Watch	0.229	0.006	Significant
Perceived Content Quality → Watch Behavior	0.269	0.003	Significant
Intention to Watch → Watch Behavior	0.369	0.014	Significant
Subjective Norm → Intention To Watch	0.332	0.011	Significant
Subjective Norm → Watch Behavior	0.276	0.049	Significant

Source: Authors' own work

Table 7
Inner model assessment – mediating effect assessment

Relationship	Original Sample (O)	p-Value	Result	Mediating Status
Attitude toward Content Creator → Intention to watch → Watch behavior	0.223	0.015	Significant	Partial mediation
Attitude toward Content Creator → Watch Behavior	0.353	0.034	Significant	
Perceived content quality → Intention to watch → Watch behavior	0.084	0.075	Significant	Partial mediation

Perceived content quality → Watch Behavior	0.269	0.003	Significant	
Subjective Norm → Intention to watch → Watch Behavior	0.471	0.001	Significant	Partial mediation
Subjective Norm → Watch Behavior	0.276	0.049	Significant	

Source: Authors' own work

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