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Article

# Engaging the digital generation: Youth gratifications and innovation readiness in Malaysia's digital television era

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**Abstract:** With the technology advance in broadcasting arena, Malaysian Government has upgraded Free-To-Air (FTA) Television Channels from analogue to digital in the Digitalisation Initiative launched in 2019. On the other hand, most of viewers especially young generation has switched from watching television to more high-quality channels provided via digital pay television such as ASTRO, web-based television such as Unifi TV and video on demand channels such as Iflix and Netflix. At the same time, most of the younger generation are ready to accept any innovation introduced by provider. Therefore, this paper aims to identify uses and gratifications level among youth, innovation readiness among youth, relationship between uses and gratifications as well as innovation readiness as a mediating factor between uses and gratifications. This research employs quantitative approach and data was collected via purposive sampling from 14 states including Federal Territory in Malaysia involving 350 respondents. Questionnaire was created via Google Form and was distributed to all respondents via enumerators that were officially appointed in every state in Malaysia. The findings indicate that usage has a significant relationship with gratifications among users, and innovation readiness serves as a key factor that enhances users' levels of gratification after utilizing Digital FTA.

**Keywords:** uses and gratifications theory; Innovation Readiness Model; COVID-19; digital television

## 1. Introduction

The emergence of video streaming technologies has transformed the way individuals consume broadcast media. Consumers are shifting from traditional linear formats, for instance the satellite or cable TV, to internet streaming services (Flavián and Gurrea, 2007; Sørensen, 2016; Spilker et al., 2020; Tran, 2024). Users are switching the analogue system services to embracing broadcast services through their home internet and/or mobile devices (Greenfield and Simpson, 2012; Lim et al., 2015; Menon, 2022). The growing trend is more apparent among the younger age groups, who have been increasingly opting for online TV channels and video streaming services (Castro et al., 2021; Panda and Pandey, 2017). Many scholars indicates that new media technologies has changed the way individuals engage with television consumption (Aldea and Vidales, 2012; Camilleri and Faizon, 2021; Hirsjärvi and Tayie, 2011; Sigre-Leirós, 2023; Tefertiller, 2018).

Currently, numerous media businesses provide video streaming services that showcase top-notch, unique material and accessible through digital and mobile technologies (Groshek and Krongard, 2016; Kostyrka-Allchorne et al., 2017; Mulla,

2022) which appealed mostly to the young generations who have access to technological devices such as smart-phones. Hence, media and entertainment enterprises often contemplate additional factors while examining the profiles of their consumers and their patterns of consumption. Online streaming firms in Malaysia, such as Astro and Media Prima, are emulating multinational companies like Disney, HBO, and Netflix by consistently investing in new programmes. This is due to the growing competitiveness of the industry (Jenner, 2016). Consequently, their customers can experience a collection of films, television series, programmes, and sporting events, among other things. These media corporations often utilise mobile applications (apps) and incorporate personalised recommender systems to augment their clients' experiences. By enhancing their brand equity and service quality, they aim to retain current customers and attract new ones.

Moreover, customers anticipate organisations or providers to demonstrate greater innovation in enhancing their services and delivering exceptional post-sales support. The inventive endeavour is to improve customer experience and establish customer confidence in order to deliver superior service. This will enable customers to be more receptive and prepared for any new advancements introduced by the service providers (Banjongprasert, 2017; Telkmann and Zabel, 2021; Zerfas, 2005).

This study investigates young generation impressions of online streaming technologies and examines their usage and innovation readiness, which in turn can or will motivate them to use the digital television. It assumes that people desire emotional and practical satisfaction from seeing live broadcasts using digital and mobile devices. This study utilises the Innovation Readiness Model (Zerfas, 2005) and the uses and gratifications theory (UGT) (Bargoni et al., 2023; Dhir et al., 2017; Joo and Sang, 2013; Katz et al., 1973; Kaur et al., 2020; Smock et al., 2011; Stafford et al., 2004) to examine consumers' readiness for innovation in digital television services. It also explores their ritualised and instrumental motivations, which are expected to positively and significantly influence their intentions to use these technologies. Therefore, this study utilised the Innovation Readiness Model and key metrics from the Uses and Gratifications Theory (UGT) to collect data for this empirical investigation. The selection of these two theoretical frameworks was deliberate, as they encompass dependable and consistent metrics that have been extensively examined and validated in academic research across many contexts.

The research aims to investigate the digital television usage of persons through their digital and mobile devices. What is their level of satisfaction after consuming digital television? What is their level of readiness to embrace Digital Television innovation? To our knowledge, no other studies have combined the Innovation Readiness Model and UGT's main characteristics to explore why individuals engage in ritualised use and instrumental use of Digital Television. Thus, this research aims to fill this void in scholarly understanding. In summary, this study proposes that individuals' utilisation of Digital Television will have a favourable and substantial impact on their satisfaction following their consumption of Digital Television services. Furthermore, it suggests that their willingness to embrace innovation will enhance their level of satisfaction after consuming Digital Television services.

## 2. Conceptualization and hypothesis design

### 2.1. The uses and gratification of the digital television

From Uses and Gratification Theory (UGT) perspective, the acceptance of technology by individuals is influenced by their extrinsic motives, such as their perception of utility (Ashrafi, 2022; Davis and Venkatesh, 2000; Joo et al., 2018). However, Technology Acceptance Model (TAM) does not provide a framework to assess the people' inherent motivations towards the use of digital technologies. Therefore, Venkatesh et al. (2012) expanded the UTAUT framework by including hedonic motivation, in addition to the constructs proposed by Venkatesh et al. (2003), such as price value. The scholars argued that many individuals pursue intrinsic satisfactions when they utilise specific technology. The users' hedonic satisfactions, including pleasure and amusement, can impact their behavioural intentions to sustain the usage of technology, such as mobile devices (Camilleri and Camilleri, 2019; Camilleri and Kozak, 2022; Economides and Nikou, 2017; Kostyrka-Allchorne et al., 2017).

UGT posits that humans utilise media and technology with the intention of augmenting their gratifications. This theory adopts a positivistic approach and possesses heuristic value (Katz et al., 1973). The objective is to elucidate the reasons and methods by which individuals are captivated by the utilisation of cutting-edge technology to fulfil their particular desires and requirements (Chen, 2011; Dhir et al., 2017; Katz et al., 1973; Malodia et al., 2023). Therefore, the Utilitarian-Good Theory (UGT) has been extensively employed to investigate the applications of different forms of media and get a deeper comprehension of the factors that drive consumers to use them. Naturally, individuals may have varying reasons for utilising the same medium, and they may also demonstrate differing degrees of satisfaction.

Previously, UGT was regarded as a continuation of the needs and motives hypothesis (Amponsah and Bannor, 2024; Economides and Nikou, 2017; Katz et al., 1973; Ray et al., 2019). The measures were frequently utilised to examine individuals' intentions to view particular television programmes (Harwood, 1999; Nandukrishna and Periaiya, 2024; Stafford et al., 2004) or to investigate their involvement with digital media, such as internet technologies (Flavián and Gurrea, 2008; Kaur et al., 2020; Shao, 2009) and social media (Dhir et al., 2016; Mäntymäki and Riemer, 2014; Shin et al., 2024; Smock et al., 2011). For instance, Islam and Mäntymäki (2016) and Sanz-Blas et al. (2019) employed UGT to elucidate the detrimental impacts of social media on adolescents. Subsequent studies utilised this model to investigate the individuals' satisfactions derived from mobile instant messaging (Kaur et al., 2020), food delivery applications (Ray et al., 2019), and digital photo sharing with other subscribers on social media platforms (Lee et al., 2023; Malik et al., 2016).

Several studies have indicated that people use technologies for various purposes, such as fulfilling their social and psychological requirements (Dhir et al., 2016). Internet users utilise digital media tools to retrieve or disseminate information with their audience (Camilleri and Troise, 2020). Some individuals utilise technology for purchasing goods (Kaur et al., 2020; Ray et al., 2019; Sudirjo et al., 2023; Talwar et al., 2020) or for recreational purposes (Dhir and Torsheim, 2016; Kuoppamäki et al.,

2017; Li, 2023). Alternatively, individuals utilise them for the purposes of communication, establishing connections, or seeking emotional attachment (Leung, 2015; Malik et al., 2016; Whiting and Williams, 2013).

Several scholars have examined instant messaging (Chopdar and Pattusamy, 2024; Ku et al., 2013; Leung and Lo, 2009), blogging (Ezinwa et al., 2024; Hollenbaugh, 2011; Shao, 2009), and the production of user-generated material (Cuykx et al., 2024; Herrero et al., 2017; Van Dijck, 2009; Ye et al., 2011). In addition, their research illuminates the ways in which individuals from diverse demographics and backgrounds, including different genders, age groups, and educational levels, utilise these technologies and reveals the reasons behind their usage. For example, people utilise their mobile devices to retrieve information (instrumentality) while they are on the move (mobility). Mobile technologies offer instant access to a diverse range of online material, such as written content, photos, and videos, through platforms like YouTube (Khan, 2017; Kim and Sutherland, 2024). Smartphones and tablets provide users with the ability to engage in entertainment activities such as playing games and socialise with others through social media platforms (Calvo-Porral and Nieto-Mengotti, 2019; Calvo-Porral and Otero-Prada, 2020; Camilleri, 2021; Dolan et al., 2019; Hajarian et al., 2020; Kuoppamäki, 2017; Sun et al., 2023;). People are subscribing to social media platforms more and more since they provide many forms of satisfaction (Dhir et al., 2017; Dolan et al., 2019; Hamid et al., 2023; Khan, 2017).

Theoretical foundations suggest that the internet offers three sorts of gratifications: Content satisfaction (Kinas, 2024), process pleasure (Huang et al., 2024), and social gratification (Li et al., 2017; Liu et al., 2023; Stafford et al., 2004). Individuals can utilise the internet to conduct targeted searches for specific information. Meanwhile, users may derive pleasure from the act of surfing while conducting online searches (Huang, 2008; Perks and Turner, 2019). Alternatively, individuals may utilise the internet for the aim of socialising, as it allows them to establish connections with their relatives, companions, and acquaintances. Multiple empirical research have investigated the good gratifications and harmful consequences of the internet for example Eastin and LaRose (2004) utilised Bandura's (1991) social-cognitive framework to examine the self-efficacy and self-disparagement of internet users.

Additional studies have examined the satisfaction that people derive from using various social networking services (SNS) such as Facebook, Instagram, Twitter, and Linkedin, as well as blogs and review websites. These studies were conducted by Belanche et al. (2019), Bevan-Dye (2020), Capriotti et al. (2021), Ifinedo (2016), Leung (2013), Park et al. (2009) and Sanz-Blas et al. (2019). Several scholars have employed the Uses and Gratifications Theory (UGT) to investigate the satisfactions experienced by social media users, as an increasing number of individuals are becoming dedicated, involved, and strongly driven to share material on certain social networking platforms (Malik et al., 2016; Marques et al., 2021). In addition, individuals also engage in activities such as gaming (Ku et al., 2023), listening to music and viewing videos (Habes et al., 2022; Khan, 2017; Krause et al., 2014), sharing links and information (Baek et al., 2011; Chen and Wang, 2022), engaging in groups 'chats (Abdullah et al., 2023; Karnik et al., 2013; Park et al., 2009), sharing

news (Jahan et al., 2024; Lee and Ma, 2012), and sharing images (Agarwal et al., 2024; Malik et al., 2016) through social media.

Online users are utilising social media platforms to satisfy their socio-cognitive requirements or to just articulate their emotions. Individuals possess varying reasons for utilising them, such as for narcissistic gratification, social interaction, attaining notoriety or status, and/or for amusement. Undoubtedly, individuals also desire emotional satisfaction from using and consuming conventional media platforms, such as television and cinema (Bartsch, 2012; Li, 2017; Ren et al., 2024). They utilise various forms of media as a means of diverting their attention and improving their emotional state (Zillmann, 2000). According to Lonsdale and North (2011), adolescents have a tendency to manage their emotions by engaging in music listening. Subsequent authors have proposed that media entertainment effectively stimulates individuals to regulate their moods (Bumgarner, 2007; Knobloch, 2003; Park et al., 2009; Smock et al., 2011; Uhm et al., 2023) or to seek refuge from emotional challenges (Greenwood, 2008; Greenwood and Long, 2011). Therefore, people utilise particular forms of media to fulfil their requirements for both knowledge and entertainment (Bumgarner, 2007; Lee et al., 2011; Quan-Haase and Young, 2010; Sivakumar et al., 2023). Individuals may regularly utilise media technology, such as mobile devices, either as part of their daily routine or during periods of leisure (Smock et al., 2011).

This research investigates the impact of individuals' "ritualised use" and "instrumental use" of online streaming technologies, as discussed by Cooper and Tang (2009), Joo and Sang (2013), Leung (2015) and Park et al. (2024). This study has employed the theoretical framework developed by Joo and Sang (2013) to investigate the utilisation of smartphone devices. This research investigation specifically examines the consuming behaviours of consumers using online streaming technologies on digital and mobile devices. The study employed the UGT framework to investigate users' utilisation of online streaming services accessible via smart TVs, smartphones, and tablets. This study hypothesizes that:

H1. The individuals' usage of digital television will have a positive and significant effect on their gratifications.

## 2.2. Innovation readiness among users towards digital television

Digital TV replaces analogue TV, and this has an impact on how innovation-ready Malaysian users are in terms of knowledge value and absorptive capacity (ACAP), which includes the capability to convert and use knowledge (Ali and Park, 2016; Vlacic et al., 2019). According to Perez-Luño et al. (2014) and Yildiz et al. (2021), individuals with higher ACAP (Absorptive Capacity) are thought to have a larger capacity to identify changes, consider other options and solutions, and effectively utilise innovation to fulfil their requirements. Several research studies, including those by Cohen and Levinthal (1990), Cuevas-Vargas et al., (2022), Lichtenthaler (2009) and Spithoven et al. (2010), have demonstrated a strong correlation between ACAP and innovation.

Innovation refers to the effective implementation or realisation of novel concepts (Alegre et al., 2006; Indriani and Pradana, 2024; Pérez-Luño et al., 2011). Prior research

has established a robust correlation between innovation and performance, as evidenced by studies conducted by Carneiro (2000), Pérez-Luño et al. (2014), and Petrakis et al. (2015). Personal innovativeness is an individual characteristic that significantly influences customers' willingness to adopt technology (Li et al., 2024; Noh et al., 2014). The concept of general innovativeness and personality construct can be seen as the inclination to embrace change rather than the actual act of changing (Hurt et al. 1977). Consumers can be categorised along a spectrum that spans from improving their existing abilities to acquiring new abilities. Personal innovativeness in information technology (PIIT) is a quality that pertains to an individual's desire to experiment with new information technology (IT). It is a domain-specific characteristic that represents a person's openness to trying out novel IT solutions (Noh et al., 2014). This particular domain is directly associated with individual perceptions of emerging technologies (Vlacic et al., 2019).

From this research point of view, despite the government efforts to introduce Digital TV channels to enhance users' experience, it is important to understand the point of view from the end-users. Apart from that, the readiness to accept innovation as well as motivation factors from individual perspectives will lead to more interesting fact-findings in supporting the Uses and Gratification Model. In this paper, we believe that the absorptive knowledge of users will lead to innovation readiness among users. Therefore, we propose two hypothesis:

H2: There is a positive and significant effect of innovation readiness towards gratifications.

H3: There is a mediating effect of innovation readiness in between uses and gratifications.

## 3. Methodology

The data was gathered via an online survey questionnaire that was disseminated among public in Malaysia. A snowball sampling technique was used to select the survey sample. The targeted research participants received a text message from researcher and distributed via enumerators that comprised a hyperlink to this study's survey questionnaire. There were 350 respondents who have completed their questionnaire from 14 states in Malaysia. Therefore, 25 respondents was selected from every states in Malaysia. All respondents were chosen by enumerators accepted and completed their questionnaires within two weeks of data collection.

This research employs 14 enumerators representing every states in Malaysia for data collection. 25 respondents were chosen from young generation within an age range of 18 to 25 according to Malaysia Statistical Department definitions and mostly they are from the higher learning institutions students in various higher learning institutions in every state in Malaysia. From 350 respondents involved, 175 participants were Male and 175 were Females.

The research participants indicated the extent of their agreement with the survey items in a five-point Likert scale. The responses ranged from 1 "strongly disagree" to 5 = "strongly agree" and 3 indicate an indecision. The questionnaire was pilot tested among a small group of samples (who were not included in the survey results) to reduce the plausibility of the common method bias (MacKenzie and Podsakoff, 2012).

# 4. Data analysis

## 4.1. Structural equation modelling analysis

The measurement model was used to apply structural equation modelling and evaluate its convergent and discriminant validity. Confirmatory factor analysis (CFA) using outer loadings was used to examine the relationship between the evaluated indicators.

The three main evaluation requirements were internal consistency reliability, convergent validity, and discriminant validity. There are several acceptable threshold values; however, for this study, loading values of 0.7 or higher were permitted as long as they resulted in high loading values and AVE scores of 0.6 collectively (Byrne, 2013). The loading of all three indicators is shown in **Table 1**, and their loading values have composite reliability (CR) values of more than 0.7 (Hair et al, 2017) and not less than 0.949. The average variance extracted (AVE) cut-off is set at 0.50 (Fornell and Larcker, 1981; Hair et al, 2017), and for this study, a minimum value of 0.624 (Hair et al., 2017) assessed how well the indicators describe a converging construct compared to other indicators measuring the same construct, served as evidence for the model's construct validity.

**Table 1.** Measurement model.

| Factors | Items | Loadings | CR | AVE |
|---|---|---|---|---|
| Uses | U1 | 0.784 | 0.966 | 0.624 |
| | U2 | 0.769 | | |
| | U3 | 0.761 | | |
| | U4 | 0.814 | | |
| | U5 | 0.811 | | |
| | U6 | 0.757 | | |
| | U7 | 0.778 | | |
| | U8 | 0.827 | | |
| | U9 | 0.801 | | |
| | U10 | 0.792 | | |
| | U11 | 0.758 | | |
| | U12 | 0.792 | | |
| | U13 | 0.804 | | |
| | U14 | 0.757 | | |
| | U15 | 0.802 | | |
| | U16 | 0.847 | | |
| | U17 | 0.803 | | |
| | U18 | 0.759 | | |
| Innovation | INN1 | 0.798 | 0.949 | 0.652 |
| | INN2 | 0.820 | | |
| | INN3 | 0.831 | | |
| | INN4 | 0.831 | | |
| | INN5 | 0.793 | | |

| | | | | |
|---|---|---|---|---|
| | INN6 | 0.840 | | |
| | INN7 | 0.835 | | |
| | INN8 | 0.780 | | |
| | INN9 | 0.747 | | |
| | INN10 | 0.818 | | |
| | INN11 | 0.784 | | |
| Gratification | G1 | 0.820 | 0.982 | 0.751 |
| | G2 | 0.872 | | |
| | G3 | 0.835 | | |
| | G4 | 0.864 | | |
| | G5 | 0.802 | | |
| | G6 | 0.864 | | |
| | G7 | 0.896 | | |
| | G8 | 0.877 | | |
| | G9 | 0.884 | | |
| | G10 | 0.880 | | |
| | G11 | 0.889 | | |
| | G12 | 0.845 | | |
| | G13 | 0.879 | | |
| | G14 | 0.899 | | |
| | G15 | 0.878 | | |
| | G16 | 0.885 | | |
| | G17 | 0.886 | | |
| | G18 | 0.880 | | |
| | G19 | 0.827 | | |

Utilising the Fornell and Larcker (1981) criterion, the discriminant validity was evaluated. **Table 2** demonstrates that all variances retrieved by the constructs (diagonal values) are greater than the correlation coefficients between the constructs (off-diagonal values), which is sufficient evidence of discriminant validity.

**Table 2.** Discriminant validity using Fornell-Larcker criterion.

| **Items** | **G** | **INN** | **U** |
|---|---|---|---|
| **G** | **0.867** | | |
| **INN** | 0.632 | **0.807** | |
| **U** | 0.798 | 0.538 | **0.790** |

## 4.2. Structural model

The hypotheses were tested using structural equation modelling with partial least squares. After the measurement model had undergone convergent and discriminant validity testing, the structural model was evaluated (**Figure 1**) to determine how well the variables are related to one another.

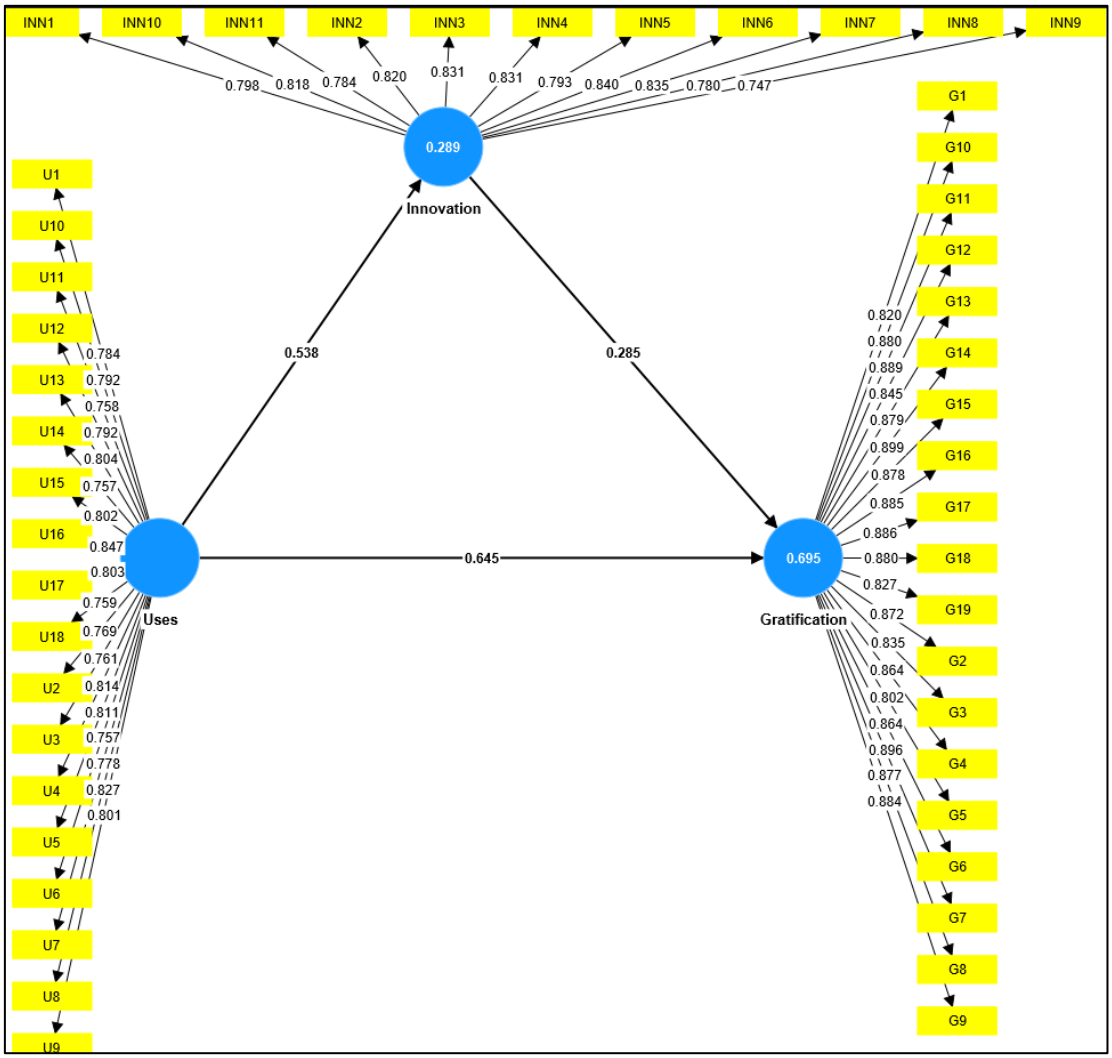


**Figure 1.** Modified structural model.

### 4.3. Hypotheses testing

**Table 3** shows the outcomes of the direct relationship. The findings demonstrate a substantial positive relationship between the two constructs (*Uses* à *Gratification* and *Innovation* à *Gratification*) and *Uses* à *Innovation* with positive beta values and *p*-values less than 0.05. The *Uses* and *Innovation* may explain 69% of the variation in *Gratification* based on the model's $R^2$ value of 0.69. According to Chin (1998), the $R^2$ value of 0.69 is more than 0.67, which indicates a substantial model. Similarly, a significant positive relationship between *Uses* and *Innovation* is established. The $R^2$ value for this model is 0.289, which implies that it can explain approximately 28% of the variation in the model. The $R^2$ value of 0.289 is between 0.19 and 0.33, indicating a weak model, as suggested by Chin (1988). The Q2 values for *Gratification* (0.629) and *Innovation* (0.273) are more than 0, indicating that the model has sufficient predictive relevance.

**Table 3.** Hypotheses testing results—direct effects.

| Relation-ship | Std. Beta | Std. error | *t*-value | *p*-value | Decision | $R^2$ | Q2 |
|---|---|---|---|---|---|---|---|
| U → G | 0.645 | 0.0070 | 9.213 | 0.000 | Supported | 0.695 | 0.629 |
| INN → G | 0.285 | 0.069 | 4.138 | 0.000 | Supported | | |
| U → INN | 0.538 | 0.066 | 8.204 | 0.000 | Supported | 0.289 | 0.273 |

**Table 4** displays the findings of the mediation analysis. The indirect effect of the model is significant, according to the bootstrapping analysis, with *t*-values of 3.633, and *p*-values less than 0.05. All of the constructs' Bootstrapping CI Bias Corrected (BC) values for the constructs (LL = 0.070, UL = 0.243), do not straddle a 0, which suggests that there is a mediation (Preacher and Hayes, 2008), and it is statistically significant.

**Table 4.** Hypothesis testing—mediation effects.

| Relation-ship | Std. beta | Std. error | *t*-value | *p*-value | Confidence Interval (BC) | | Decision |
|---|---|---|---|---|---|---|---|
| | | | | | LL | UL | |
| U → INN → G | 0.153 | 0.042 | 3.633 | 0.000 | 0.070 | 0.243 | Supported |

Therefore, as presented above, the findings show that improved *Uses* and *Innovation* enhance *Gratification*. Hence, the exogenous constructs can be considered predictors of *Gratification*.

## 5. Results and discussion

The relationship between motivation to use digital TV and users' gratification can be mediated by innovation readiness which has been proved by the hypothesis testing. There are several factors that contributed to the result which are:

User's usage digital TV: Uses refers to the internal and external factors that drive individuals to engage in a specific behaviour. In the context of digital TV, motivation can be influenced by various factors such as entertainment value, convenience, access to a wider range of content, or the desire to stay updated with the latest technology trends. Higher usage to use digital TV is likely to lead to increased gratifications. This also confirms the discussion by past scholar that indicates the uses factors contributed to users' gratification as mediated by innovation readiness (Zerfas, 2005).

Users' gratification: Users' gratification refers to the satisfaction and fulfilment that users derive from their experience with digital TV. It can include factors such as the quality and diversity of content, the user interface, interactive features, personalized recommendations, and overall user experience. When users find digital TV gratifying, they are more likely to continue using it and become loyal customers.

Innovation readiness: Innovation readiness represents an individual's inclination and preparedness to adopt and embrace new technologies or innovations. It involves the willingness to explore and experiment with novel technological advancements. Users with higher innovation readiness are more open to trying out new digital TV services and features. Thus, this was significantly shown in the hypothesis testing in this study. Innovation readiness plays its role which mediates the perceived motivation

to use and thus impacting the users' gratification (Dhir et al., 2017; Joo and Sang, 2013; Katz et al., 1973; Kaur et al., 2020; Smock et al., 2011; Stafford et al., 2004).

The mediating effect of innovation readiness suggests that the relationship between usage of digital TV and users' gratification is influenced by users' readiness to adopt innovative technologies. Individuals with high uses of digital TV are more likely to explore and adopt the latest innovations in the field. Their uses acts as a driving force for seeking out new features and services. However, the extent to which they actually find gratification from these innovations depends on their level of innovation readiness. Users with higher innovation readiness possess the necessary knowledge, skills, and confidence to effectively use and benefit from the new features offered by digital TV. Their readiness allows them to adapt quickly to changes and extract maximum gratification from the digital TV experience. As a result, their use of digital TV translates into higher gratification.

On the other hand, users with lower innovation readiness may struggle to fully utilise and appreciate the innovations brought by digital TV. They may find it challenging to navigate through new interfaces, understand advanced features, or adapt to changes in the way content is accessed and consumed. Consequently, their uses of digital TV may not lead to the same level of gratification compared to users with higher innovation readiness.

In summary, uses of digital TV may have a direct impact on users' gratification. However, the level of users' innovation readiness mediates this relationship by determining how effectively they can utilise and derive gratification from the innovative features and services offered by digital TV. Higher innovation readiness enhances the gratification experienced by users, while lower readiness may hinder the fulfilment of their usage.

In conclusion, the effect of uses of digital TV on users' gratification is mediated by their innovation readiness. When individuals are highly motivated to use digital TV, it drives them to explore and adopt new features and services. However, the extent to which they derive gratification from these innovations depends on their level of innovation readiness.

Compared to the previous studies using UGT which stated that users with higher innovation readiness possess the necessary knowledge, skills, and confidence to effectively use and benefit from the new features offered by digital TV. Their readiness allows them to adapt quickly to changes and extract maximum gratification from the digital TV experience. As a result, their use of digital TV translates into higher gratification.

Therefore, innovation readiness plays a mediating role in the relationship between motivation to use digital TV and users' gratification. It determines how effectively individuals can utilise and derive gratification from the innovative features and services offered by digital TV. Higher innovation readiness enhances the gratification experienced by users, while lower readiness may hinder the fulfilment of their gratification.

### Limitation and suggestion

The study of Digital FTA, although highly valuable, is not exempt from certain limitations. These constraints present potential avenues for future research to investigate and enhance the current understanding in this domain. This study demonstrates the interconnectedness between usage, gratification, and innovation of users in Malaysia. However, various factors may influence the use and gratification of Digital FTA, such as personal values, social norms, and economic considerations. Further investigation is warranted to gain a more comprehensive understanding of the intricacy of these variables and their interplay in influencing users' behaviour.

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