The Motivation behind Egyptian Youth Subscription to Video on Demand Services and Excessive Use: A case study on WATCH iT!

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ABSTRACT

With the rising competition in the subscription video on demand (SVoD) services market, the services' providers are trying to elevate the services they offer. In this context, this study aims to explore the individuals' psychological factors, motives, perceived ease of use, and perceived usefulness that influence the video streaming platforms usage behavior and lead to excessive usage by their users. This research has adapted key measures from the "technology acceptance model" (TAM) and from the "uses and gratifications theory" (UGT) to better understand the effects of the users' psychological factors, instrumental and ritualized motivations on their excessive usage of the platform WATCH iT! An online questionnaire was distributed, and data was gathered from 350 respondents with age range between 16-39. Low self-esteem and lack of self-control were negatively related to the excessive use behavior identified in this study. This study suggests that entertainment uses and gratification is a strong predictor of excessive use of the platform WATCH iT! Evidently, information seeking did not predict the excessive use of the platform. Moreover, the individuals' perceived usefulness and ease of use were significant antecedents of the excessive use the platform. This study contributes to the academic literature by generating new knowledge about the individuals' background characteristics and motivations that explain the excessive use behavior of the platform WATCH iT! The findings imply that there is scope for the providers of online streaming services to improve their customer- centric marketing by refining their content creation to attract viewers and garner their loyalty. This study integrates the TAM and UGT frameworks to better understand the effects of the users' psychological factors, instrumental and ritualized motivation on their excessive watching of movies and series through the platform WATCH iT!

Keywords: *Excessive use of the internet, Subscription video on demand (SVoD), Technology acceptance model (TAM), Uses and gratifications theory (UGT).*

1.   INTRODUCTION

With the rising competition in the subscription video on demand (SVoD) services market that includes platforms such as WATCH iT! Shahid, Netflix, Disney+, etc.; these service providers are adopting new and innovative techniques to deliver their services to audiences, aiming to secure a higher market share and a wider range of users **(Pennington 2020, 15).** On that basis, these services' providers are moving beyond the price, as the mere pillar for competition and into developing a service that elevates the type and form of services they offer. Since the majority of recent studies have been investigating the offline commerce side, which resulted in very limited research within the online commerce side, considering its potential value.

With the great advancements in technology and internet provision, SVoD services, have made a remarkable entrance with a competitiveness which

resulted in a dramatic shift in the media industry (**Noh 2020, 132**). In Egypt, the use of SVoD services has experienced a massive growth in recent years. Yet, research on young Egyptians' use of SVoD services' platforms remains lacking, where there is a greater number of users and potential users of these entertainment services that can be explored and studied; and, the audiences' behavior in the changing environment of accessing entertainment in Egypt can be examined.

The results and findings of this study will be able to provide great value and useful data for the SVoD services' providers to have a better understanding of the young Egyptian audiences' behavior streaming online in order to excel in the SVoD market in Egypt. The main research question in this study refers to the motives and psychological factors that drive the excessive use of video streaming services platforms specifically WATCH iT!; or in other words:

How do the individual factors such as: psychological factors, motives, perceived usefulness and ease of use influence the video streaming platforms usage behavior and lead to excessive usage by their users?

This study explores the market of SVoD services in Egypt and create an understanding of what users perceive as valuable. This research acts as a reference for businesses in the industry in Egypt to help them make efficient changes to further meet potential and current users' expectations as it provides an understanding of the user's usage behavior. In this context, this research aims to explore the individuals' uses and gratifications from online streaming technologies when they decide to subscribe to a SVoD services' platform. This research enriches the literature of excessive Internet use as it explores individuals' excessive usage of video streaming services. Compared with the other two popular Internet services, online video games and social networking services (SNS), the factors that contribute to the excessive use of online video streaming services are different.

2. LITERATURE REVIEW

The evolution of the internet and its increasing value around the world has directed leading media companies to rethink their approach regarding their delivery channels. Media companies all around the world, whose core business is delivering content through cable or satellite, see the benefits of implementing this service to users and others see the opportunity to build successful business models exclusively based on providing VoD services like WATCH iT!, Netflix, etc. (**Allen *et al.* 2014**).

WATCH iT!, an Egyptian platform, was introduced in early 2019 targeting mainly Egyptian audiences. WATCH iT! is differentiated by its Egyptian content emphasis and dramas that were aired previously on Egyptian private TV stations. WATCH iT! also occasionally produces documentaries about former Egyptian presidents since it acquired the right of their speeches. While its service is to offer Egyptian produced entertainment content that would be appealing to all ages, WATCH iT! has rushed its entry into the market without sufficient plans of content offerings combined with technical difficulties.

As an element of Business Model (BM), key resources encompass tangible and intangible resources, such as: knowledge workers, technology, equipment, distributing channels, facilities and employees. The lack of resources in the aforementioned areas seems to cause the delay of the growth of the platform WATCH iT!, and have negatively affected its users' experience before and accordingly the perception of WATCH iT! as a whole. Some of the inadequate resources of WATCH iT!, are: the lack of basic technological knowledge, no cloud-based system and the lack of what other competitors are offering in general; in addition to no proper hosting at the time of the launch. It is also worth noting that finding the right partners within the VoD ecosystem is important to develop a sustainable streaming business in the long run. The VoD services' platform WATCH iT! is investigating the possibility of partnering with multiple telecommunication companies to partially subsidize the subscription fees in return for keeping customers. In general, VoD platforms can build a beneficial ecosystem through partnerships to facilitate their market expansion and increase their audience reach.

Through conducting personal interviews with 17 different digital media executives, **Allam and Chan-Olmsted (2021)** investigate how the market environment affects the development of different video streaming platforms in Egypt. The study highlighted several factors that might lead to success or failure of VoD services in Egypt. Delivering entertainment value was suggested as the main value proposition, but to succeed in this marketplace, differentiation is a must. While Netflix and Shahid VIP were able to position themselves through content that presents a global or regional entertainer, WATCH iT! unfortunately failed due to its rush to enter the market with ill-planned content library, technical delivery and talent resources (**Allam and Chan-Olmsted 2021**). It is known that the mainstream broadcast stations in Egypt mostly stream videos through their official YouTube channels. However, public broadcast media still have a very poor presence on the digital platforms (**Nagy 2019**).

"When it comes to SVoD, Egypt is not as mature as the U.S. Yet, Egyptian subscribers constitute a large percentage of subscribers in the Arab region given its large population, large youth percentage and huge developments in the telecommunication infrastructure" (**Nagy 2019**). **Dwyer et al. (2018)** highlighted the importance of local content provisions, they compare digital media industries in South Korea and Australia and conclude that the technological environment in Australia significantly affected its viewers' experience and failed to provide the audiences with fast, cheap and reliable broadband infrastructure to access the SVoD, leading to many audience complaints (**Dwyer et al. 2018**).

Dinana and Allam (2021) also examine the relationship between the perceived characteristics of VoD platforms and consumer characteristics measuring the intention to use. The characteristics of VoD platforms include perceived substitutability, relative advantage, perceived ease of use and compatibility. Their study found that among the perceived characteristics, the perceived ease of use is the only variable that is positively correlated to the use of VoD platforms (**Dinana and Allam 2021**), which means that youths tend to prefer to engage with a system that is free from any physical or mental efforts and where the activities they are engaged in, such as searching, storing and downloading videos, are not complicated (**Dinana and Allam 2021**). This is compatible with the nature of Egyptian audiences, who are considered relatively new to the technological environment. It is also relevant to the cultural preference of consuming audiovisual content (**Allam and Chan-Olmsted 2021**) and the low rate of literacy which makes the ease of use of a new platform an important factor. **Cha (2013)** found that besides the perceived ease of use, relative advantage and compatibility are positively correlated to the use of VoD platforms.

3. RESEARCH DESIGN AND METHODOLOGY

3.1 Theoretical Framework

Technology Acceptance Model (TAM)
The technology acceptance model (TAM) is considered an adaptation of Ajzen's theory of planned behavior (TPB) (**Ajzen 1985**). The model focuses on predicting and explaining human behavior in different situations. The technology acceptance model (TAM) suggests two main predictors: perceived usefulness and perceived ease of use. As for perceived usefulness, it can be understood as the ability to enhance consumers' online experience, while, "perceived ease of use" refers to how easy it is for consumers to use the technology in question (**Davis 1986**). According to the technology acceptance model, consumers' ideas about technological innovation, such as perceived ease of use and perceived usefulness, can influence their attitudes towards and use of the technology. These attitudes can then have an impact on their intent to accept and use the technology (**Davis et al. 1989**).

Uses and Gratification Theory (UGT)
Uses and gratification theory explores the "needs and satisfactions" that motivate people to actively select and use certain media. It assumes that users of media are goal-directed, which means that a specific media is selected to satisfy their needs (**Ruggiero 2000**). UGT refers to "media as sources of influence amid other sources and sees media audiences as variably active communicators" (**Rubin 2009**). This theory states that the origins of the motivations that engage audiences in a particular media are social and psychological factors. This theory has been widely used in the realm of mass communication. And in recent years, the uses and gratifications framework has been adopted to study traditional media as well as new media. **Katz et al. (1974)**, in the early 1940s, coined the uses and gratification theory to deal with explaining why people use certain types of media, what needs do they have to use them, and what gratifications do they get from using them. The theory was first introduced to understand why people chose to consume the various forms of media that were present at the time in the 1940s. Nowadays, the theory relies on two assumptions regarding media consumption. The first assumption is that the audiences are considered active members of the media through the selection of their preferred content that they consume. The second assumption is that the media users are more aware of the reasons why they choose the media that they choose to consume.

3.2 Methodology

3.2.1 Research Sampling
The researcher chose a purposive sample which is a type of the non-probability sample based on choosing a population with specific characteristics (**Tayie 2009, 43**). The purposive sample is seen as the most suitable sample for this research, as it studies the way young Egyptians, within a specific age group, use SVoD services' platforms and their subscriptions to the Arabic content video on demand services' platform WATCH iT!. This research is conducted on 350 participants, males and females from different social classes and educational backgrounds, aging from 16 to 39 years old.

3.2.2 Research Questions

RQ 1: What is the impact of self-esteem and self-control on users' usage behavior of the SVoD services' platform WATCH iT!?

RQ 2: To what extent do information seeking needs affect users' usage behavior of the SVoD services' platform WATCH iT!?

RQ 3: To what extent do pastime seeking needs and entertainment seeking needs affect users' usage behavior of the SVoD services' platform WATCH iT!?

RQ 4: How does the users' perceived ease of use and users' perceived usefulness affect their usage behavior of the SVoD services' platform WATCH iT!?

3.2.3 Research Design

The participants taking part in this research are young and dynamic individuals, who belong to the generations defined as millennials/echo boomers and Generation Z. The targeted participants are in the age group of 16 to 39 years old belonging to big cities such as Cairo and Alexandria. The reason for choosing this target group is the fact that these individuals are frequent users of OTT services' platforms. Most of these participants are more likely to choose OTT content over traditional television content and are frequently watching video content that is customized for OTT platforms only. This research specifically focuses on regular users of one of the major video streaming platforms in Egypt – WATCH iT! The researcher used a quantitative method which was done through an online survey, as the survey represents one of the most significant methods for gathering data in the field of media research because of its flexibility, **(Tayie 2009, 49)**. The survey's sample was 350 respondents after refining all the sample errors and excluding those who didn't match the sample criteria.

3.2.4 Data Collection Method

An online questionnaire was distributed to conduct the survey. The questionnaire was written in both Arabic and English format to suit each respondent. It consisted of questions with multiple choices and a Likert scale. The questionnaire was designed via Google Forms and its link was distributed through social media platforms such as the researcher's Facebook timeline, Instagram, and WhatsApp. The researcher depended on a statistician to conduct the analysis part using Statistical Package for the Social Sciences (SPSS) which is the most used software in social science studies. This helped the researcher have accurate data after excluding the sampling errors and ensuring the reliability and validity of the questions. It also facilitated the process of comprehending and analyzing the collected data.

3.2.5 Research Variables

The independent variables in this research are self-esteem and self-control, information seeking needs, pastime and entertainment needs, the individuals' perceived usefulness and ease of use of the platform WATCH iT!. While excessive use of the platform WATCH iT! will act as dependent variable.

Excessive use of online video streaming services' platforms

A state where individuals lose control of their internet use and maintain excessive usage despite of experiencing negative outcomes, such as having conflicts with family members or facing problems concerning their professional and educational careers.

Information seeking

The user's tendency to gather information using any platform or media source. For audiences, video streaming websites act as a great way of collecting information related to either work or leisure.

Pastime

The human activity aimed at making use of leisure time with no apparent aim or objective.

Entertainment

Refers to watching SVoD services' platforms that hold the attention and interest of the user *or gives them pleasure and delight.*

Psychological factors

Mainly referring to the lack of self-esteem and lack of self-control. Lack of self-esteem refers to individuals having negative evaluations about themselves and are suspicious of praise. While lack of control refers to an individual's belief about the extent to which he/she is in control of his/her life vis-`a-vis the extent to which he/she believes external forces are in control of his/her life.

Perceived ease of use and perceived usefulness

Refers to the perceptions of the beliefs users hold about the system and the users' motivations to engage with a certain technology.

4. FINDINGS AND ANALYSIS

4.1 Demographics

The sample demographics information collected by imposing four questions regarding age, gender, education level and marital status. The study sample

after refining the answers consisted of 74 responses collected from the age interval (16-23) which means they represent (21%) of the sample, 173 responses from the age interval (24-31) which means they represent (50%) of the sample, and 103 responses collected from the age interval (32-39) which means they represent (29%) of the overall sample. The respondents were asked about their gender, this resulted in 147 valid responses collected from males representing (42%) of the sample and 203 valid responses collected from females representing (58%) of the sample. For the educational level, 176 (50%) of the sample are graduates, followed by 137 (39%) of the sample are postgraduates, and 37 (11%) of the sample are high school and university students. Lastly, the study's sample consists of 222 (63%) single respondents and the remaining 128 (37%) of them are married. As shown in the following Table1.

Table 1. Demographic variables

Demographics	Indicator	Frequency	%
Age	16-23	74	21
	24-31	173	50
	32-39	103	29
	Total	350	100
Gender	Male	147	42
	Female	203	58
	Total	350	100
Educational level	Students (high school and university students)	37	11
	Graduates	176	50
	Post graduates	137	39
	Total	350	100
Marital status	Single	222	63
	Married	128	37
	Total	350	100

4.2   Research Questions Analysis

4.2.1 The impact of self-esteem on excessive use of the platform WATCH iT!

As shown in Table 2, the results report that there is a significant effect between the individuals' self - esteem and the excessive use of the SVoD services' platform WATCH iT!, where sig=0.000 (less than 0.05). The correlation coefficient value (-0.047) refers to a weak negative relation between the two variables, as the lower the self-esteem, the more the excessive use platform WATCH iT!. The results summarized in Table 2 refers that 31.4 % of the respondents with low and very low self- esteem are not using the platform excessively (disagree or strongly disagree). Also 14 % of the respondents with high and very high self- esteem are not using the platform excessively (disagree or strongly disagree). On the other hand, 8.1% of respondents with low and very low self- esteem are excessive users (agree or strongly agree), while 5 % of the respondents with high and very high self- esteem are excessive users (agree or strongly agree).

Table 2. The impact of self-esteem on excessive use of the platform WATCH iT!

Excessive use	Self-esteem index												Chi square
	Very low self-esteem index		Low self-esteem index		Neutral		High self-esteem index		Very high self-esteem index		Total		
	F	%	F	%	F	%	F	%	F	%	F	%	
Strongly disagree	5	1.4	8	2.3	5	1.4	5	1.4	0	0	23	6.6	Chi square = 76.625 Sig = 0.000 r = -0.047
Disagree	11	3.1	86	24.6	45	12.9	44	12.6	0	0	186	53.1	
Neutral	16	4.6	39	11.1	21	6	14	4	0	0	90	25.7	
Agree	3	0.9	16	4.6	6	1.7	9	2.6	3	0.9	37	10.6	
Strongly agree	6	1.7	3	0.9	0	0	2	0.6	3	0.9	14	4	
Total	41	11.7	152	43.4	77	22	74	21.1	6	1.7	350	100	

4.2.2 The impact of self-control on the excessive use of the platform WATCH iT!

As shown in Table 3, the study revealed that there is significant effect between the individuals' self -control and the excessive use of the SVoD services' platform WATCH iT! where sig=0.000 (less than 0.05). The correlation coefficient value (-0.095) refers to a weak **negative relation** between the two variables, as the lack of self-control increases the platform WATCH it! Usage. The results summarized in Table 3 refers that 32.3 % of the respondents with high lack and lack of self-control are not using the platform excessively (disagree or strongly disagree). Also 11.5 % of the respondents with very high and high self-control are not using the platform excessively (disagree or strongly disagree). On the other hand, 8.3 % of respondents with high lack and lack of self-control are excessive users (agree or strongly agree), while 4.1% of the respondents with very high and high self-control are excessive users (agree or strongly agree).

Table 3. The impact of self-control on the excessive use of the platform WATCH iT!

Excessive use	Self-control index												Chi square
	High lack self- control index		Lack self- control index		Neutral		High self- control index		Very high self- control index		Total		
	F	%	F	%	F	%	F	%	F	%	F	%	
Strongly disagree	3	0.9	7	2	10	2.9	2	0.6	1	0.3	23	6.6	Chi square = 94.201 Sig = 0.000 r = -0.095
Disagree	5	1.4	98	28	46	13.1	34	9.7	3	0.9	186	53.1	
Neutral	21	6	34	9.7	17	4.9	14	4	4	1.1	90	25.7	
Agree	2	0.6	18	5.1	8	2.3	7	2	2	0.6	37	10.6	
Strongly agree	9	2.6	0	0	0	0	2	0.6	3	0.9	14	4	
Total	40	11.4	157	44.9	81	23.1	59	16.9	13	3.7	350	100	

4.2.3 The impact of information seeking on the excessive use of the platform WATCH iT!

By studying the relation between the participants' motivations for the instrumental use (information seeking) and the excessive use of the platform WATCH iT!, the results shows that, with 95% of confidence and 5% significance, there is a highly significant relation between the two variables (sig=0.000, less than 0.05). The correlation coefficient value (-0.011) refers to a **very weak negative relation** between the

two variables, as the more the information seeking needs, the excessive use rates will slowly decrease. The results summarized in Table 4 refers that 12.5% of the respondents with very low and low information seeking index have low rate of usage (disagree or strongly disagree), and 34.6 % of the respondents with very high and high information seeking index have also low rate of usage (disagree or strongly disagree). On the other hand, 0.6% of respondents with very low and low information seeking index are excessive users (agree or strongly agree), while 8.8% of the respondents with very high and high information seeking index are excessive users (agree or strongly agree).

Table 4. The impact of information seeking on the excessive use of the platform WATCH iT!

Excessive use	Information seeking index												Chi square
	Very low information seeking index		Low information seeking index		Neutral		High information seeking index		Very high information seeking index		Total		
	F	%	F	%	F	%	F	%	F	%	F	%	
Strongly disagree	5	1.4	2	0.6	7	2	6	1.7	3	0.9	23	6.6	Chi square = 107.004 Sig = 0.000 r = -0.011
Disagree	19	5.4	18	5.1	37	10.6	103	29.4	9	2.6	186	53.1	
Neutral	11	3.1	7	2	48	13.7	23	6.6	1	0.3	90	25.7	
Agree	2	0.6	0	0	17	4.9	18	5.1	0	0	37	10.6	
Strongly agree	0	0	0	0	1	0.3	6	1.7	7	2	14	4	
Total	37	10.6	27	7.7	110	31.4	156	44.6	20	5.7	350	100	

4.2.4 The impact of pastime on the excessive use of the platform WATCH iT!

The participants' motivations for the ritualized use (Pastime) of the SVoD services' platform WATCH iT! is a significant antecedent of their excessive use of the mentioned platform, where sig=0.000 (less than 0.05). The correlation coefficient value (0.044) refers to a weak direct relation between the two variables, as the more there is pastime needs, the excessive use rate increases slowly. The results summarized in Table 5 refers that 22.5 % of the respondents with very low and low pastime index have a low rate of usage (disagree or strongly disagree), and 14 % of the respondents with very high and high pastime index have also a low rate of usage (disagree or strongly disagree). On the other hand, 3.5% of respondents with very low and low pastime index are excessive users (agree or strongly agree), while 3.7 % of the respondents with very high and high pastime index are excessive users (agree or strongly agree).

Table 5. The impact of pastime on the excessive use of the platform WATCH iT!

Excessive use	Pastime index												Chi square
	Very low pastime index		Low pastime index		Neutral		High pastime index		Very high pastime index		Total		
	F	%	F	%	F	%	F	%	F	%	F	%	
Strongly disagree	4	1.1	6	1.7	9	2.6	4	1.1	0	0	23	6.6	Chi square =50.115 Sig = 0.000 r = 0.044
Disagree	6	1.7	63	18	72	20.6	44	12.6	1	0.3	186	53.1	
Neutral	3	0.9	37	10.6	32	9.1	18	5.1	0	0	90	25.7	
Agree	3	0.9	5	1.4	23	6.6	5	1.4	1	0.3	37	10.6	
Strongly agree	1	0.3	3	0.9	3	0.9	5	1.4	2	0.6	14	4	
Total	17	4.9	114	32.6	139	39.7	76	21.7	4	1.1	350	100	

4.2.5 The impact of entertainment on the excessive use of the platform WATCH iT!

The participants' motivations for the ritualized use (Entertainment) of the SVoD services' platform WATCH iT! is a significant antecedent of their excessive use of the mentioned platform, where sig=0.002 (less than 0.05). The correlation coefficient value (0.099) refers to a direct relation between the two variables, as the higher the entertainment index, the more the excessive use rate. The results summarized in Table 6 refers that 3.5 % of the respondents with very low and low entertainment index have low rate of usage (disagree or strongly disagree), and 51.7 % of the respondents with very high and high entertainment index have also low rate of usage (disagree or strongly disagree). On the other hand, 0.6 % of the respondents with very low and low entertainment index are excessive users (agree or strongly agree) and 13.4 % of respondents with very high and high entertainment index are excessive users (agree or strongly agree).

Table 6. The impact of entertainment on the excessive use of the platform WATCH iT!

| Excessive use | Entertainment seeking index | | | | | | | | | | | | Chi square |
| | Very low entertainment seeking index | | Low entertainment seeking index | | Neutral | | High entertainment seeking index | | Very high entertainment seeking index | | Total | | |
	F	%	F	%	F	%	F	%	F	%	F	%	
Strongly disagree	1	0.3	2	0.6	2	0.6	13	3.7	5	1.4	23	6.6	Chi square = 36.903 Sig = 0.002 r = 0.099
Disagree	7	2	6	0.6	10	2.9	147	42	16	4.6	186	53.1	
Neutral	1	0.3	11	3.1	8	2.3	50	14.3	20	5.7	90	25.7	
Agree	0	0	2	0.6	2	0.6	27	7.7	6	1.7	37	10.6	
Strongly agree	0	0	0	0	0	0	8	2.3	6	1.7	14	4	
Total	9	2.6	21	6	22	6.3	245	70	53	15.1	350	100	

4.2.6 The impact of the perceived ease of use on the excessive use of the platform WATCH iT!

There is a positive and direct relationship between the respondents' perceived ease of use (PEOU) of the SVoD services' platform WATCH iT! and their excessive use of the mentioned platform, where sig=0.000 (less than 0.05). The correlation coefficient value (0.007) refers to a direct relation between the two variables, as the more the perceived ease of use, the excessive use rate increases slowly. The results summarized in Table 7 refers that 4.3 % of the respondents with very low and low perceived ease of use index have a low rate of usage (disagree or strongly disagree), 50.9% of the respondents with very high and high perceived ease of use index have also low rate of usage (disagree or strongly disagree). On the other hand, 0.6 % of respondents with very low and low perceived ease of use are excessive users (agree or strongly agree) and 10 % of the respondents with very high and high perceived ease of use index are excessive users (agree or strongly agree).

Table 7. The impact of the perceived ease of use on the excessive use of the platform WATCH iT!

Excessive use	Perceived ease of use index												Chi square
	Very low perceived ease of use index		Low perceived ease of use index		Neutral		High perceived ease of use index		Very high perceived ease of use index		Total		
	F	%	F	%	F	%	F	%	F	%	F	%	
Strongly disagree	2	0.6	3	0.9	2	0.6	9	2.6	7	2	23	6.6	Chi square = 98.086 Sig = 0.000 r = 0.007
Disagree	5	1.4	5	1.4	14	4	142	40.6	20	5.7	186	53.1	
Neutral	2	0.6	16	4.6	3	0.9	55	15.7	14	4	90	25.7	
Agree	0	0	2	0.6	14	4	12	3.4	9	2.6	37	10.6	
Strongly agree	0	0	0	0	0	0	6	1.7	8	2.3	14	4	
Total	9	2.6	26	7.4	33	9.4	224	64	58	16.6	350	100	

4.2.7 The impact of perceived usefulness on the excessive use of the platform WATCH iT!

There is a positive and direct relationship between the respondents' perceived usefulness (PU) of the SVoD services' platform WATCH iT! and their excessive use of the mentioned platform, where sig=0.000 (less than 0.05). The correlation coefficient value (0.030) refers to a direct relation between the two variables, as the more the perceived usefulness, the excessive use rate will quite increase. The results summarized in Table 8 indicates that 6 % of the respondents with

very low and low perceived usefulness index have a low rate of usage (disagree or strongly disagree), 49.5 % of the respondents with very high and high perceived usefulness index have also a low rate of usage (disagree or strongly disagree). On the other hand, 2.3 % of the respondents with very low and low perceived usefulness index are excessive users (agree or strongly agree) and 10.6 % of respondents with very high and high perceived usefulness index are excessive users (agree or strongly agree).

Table 8. The impact of perceived usefulness on the excessive use of the platform WATCH iT!

Excessive use	Perceived usefulness index												Chi square
	Very low perceived usefulness index		Low perceived usefulness index		Neutral		High perceived usefulness index		Very high perceived usefulness index		Total		
	F	%	F	%	F	%	F	%	F	%	F	%	
Strongly disagree	1	0.3	3	0.9	2	0.6	9	2.6	8	2.3	23	6.6	Chi square = 97.919 Sig = 0.000 r = 0.030
Disagree	5	1.4	12	3.4	13	3.7	133	38	23	6.6	186	53.1	
Neutral	2	0.6	14	4	12	3.4	39	11.1	23	6.6	90	25.7	
Agree	0	0	8	2.3	2	0.6	18	5.1	9	2.6	37	10.6	
Strongly agree	0	0	0	0	4	1.1	0	0	10	2.9	14	4	
Total	8	2.3	37	10.6	33	9.4	199	56.9	73	20.9	350	100	

5. DISCUSSION

RQ1: What is the impact of self-esteem and self-control on users' usage behavior of the SVoD services' platform WATCH iT!?

Pursuant to uses and gratifications, ascertaining factors that contribute to a particular outcome of media use begins with the consideration of potentially relevant background characteristics of media users. Psychological characteristics are potentially relevant to the use of streaming technologies such as SVoD services. The results report that there is a significant effect between the individuals' low self - esteem and the excessive use of the SVoD services' platform WATCH iT!. Low self-esteem is a strong negative predictor of all dimensions of the excessive use of the SVoD services' platform WATCH iT! identified in this study. This may suggest that low self-esteem users may be particularly prone to develop a heavy use of the platform WATCH iT!. Consistent with this result and in the context of internet usage behavior, **Armstrong et al. (2000)** found that low self-esteem was a significant positive predictor of addictive internet use. In agreement with these findings, **Hasan et al. (2018)** found that lack of self-esteem is also a significant predictor for excessive usage of the video streaming services. Similarly, past literature suggests that people with low self-esteem tend to find solace in solitude **(Kim and Davis 2009)**.

The study revealed that there is a significant effect between the individuals' lack of self – control and the excessive use of the SVoD services' platform WATCH iT!. Lack of self-control is a strong negative predictor of all dimensions of the excessive use of the SVoD services' platform WATCH iT! identified in this study. This may suggest that externally controlled users may be particularly prone to develop a heavy usage of platform WATCH iT!. Consistent with this result, according to **Chak and Leung (2004)**, a higher lack of control-internal predicts less addictive internet behavior. Individuals who believed that they had control over their lives were less likely to be addicted to the internet, because they believed that they could maintain healthy internet usage behaviors. If that argument has merit, individuals who believe that external factors control their lives may be more susceptible to internet addiction. In agreement with this finding, **Hasan et al. (2018)** found that lack of self-control to be the most significant factor in their analysis. People with lower self-control tend to have a much higher propensity to excessively watch online streaming videos. In contrast, **Park et al. (2013)** found that lack of control-internal was significantly associated with smartphone dependency. Their study indicates that if a person believes that he or she has a higher sense of control over his or her life events, he or she is more likely to be dependent upon smartphones.

RQ2: To what extent do information seeking needs affect users' usage behavior of the SVoD services' platform WATCH iT!?

In the current study, information seeking uses and gratification did not emerge as a significant precursor of excessive use of platform WATCH iT!. In agreement with this finding, **Shade et al. (2015)** found that instead of traditional television viewing motivations like entertainment, information seeking, companionship and escape, the need for content congruent exposure and technological affordances strongly predicts media migration activities like subscribing to video on demand (SVoD) platforms. This result corroborates the recent findings of **Sahu et al. (2021)**. In their study examining the Indian user's indulgence towards OTT and traditional TV, **Sahu et al. (2021)** found that the competitive superiority of traditional TV is higher than that of OTT platforms in all the gratification components except convenience gratification. That means for gratifying their entertainment, social interaction, companionship, voyeurism and information-seeking needs, Indian users depend on television than OTT platforms. However, in contrast to result of the present study, **Park et al. (2013)** in the context of smartphone use found that motivation for instrumental use (information seeking) influenced perceived usefulness (PU) only and lead to increase smartphone dependency. For the users with a higher motivation for achieving instrumental goals such as information seeking with their smartphones, smartphones could be perceived as easy to use for such goals **(Park et al. 2013)**. Similarly, prior studies on linear and streaming television identified information seeking as one of the significant predictors of linear television usage **(Shade et al. 2015)**. In contrast to result of the present study, **Hasan et al. (2018)** indicate that only information seeking motive leads to excessive usage behavior for online video streaming services, but they could not find support for the effect of pastime and entertainment motives leading to excessive usage.

RQ3: To what extent do pastime seeking needs and entertainment seeking needs affect users' usage behavior of the SVoD services' platform WATCH iT!?

The participants' motivations for the ritualized use (pastime and entertainment) of the SVoD services' platform WATCH iT! is a significant antecedent of their excessive use of the mentioned platform. Entertainment uses and gratification refers to the perceived fun and enjoyment while engaging in media

usage. In this case, the research participants sought emotional gratification from the streaming platform. Probably, they allowed them to relax in their free time. Most of the survey respondents (73.4%) revealed that they used online streaming technologies for entertainment and (44.3%) of the respondents revealed that they use online streaming technologies for ease of use. Many scholars argue that entertainment is the most significant predictor of new media technology usage and positively influences different media usage-related dependent variables e.g. **Dhir et al. (2017)** concluded that many often individuals consider the media technologies as a form of entertainment. This finding is in line with **Tefertiller and Sheehan (2019)** study on streaming television adoption, in which entertainment is identified as one of the key motivations behind web streaming adoption and cord-cutting. In line with result, past research in addiction and excessive usage behavior has found entertainment and pastime motives to be significant predictors for platforms like SNS and online gaming **(Khang et al. 2013)**.

RQ4: How does the users' perceived ease of use and users' perceived usefulness affect their usage behavior of the SVoD services' platform WATCH iT!?

There is a positive and direct relationship between the respondents' perceived ease of use (PEOU) of the SVoD services' platform WATCH iT! and their excessive use of the mentioned platform. Also, there is a positive and direct relationship between the respondents' perceived usefulness (PU) of the SVoD services' platform WATCH iT! and their excessive use of the mentioned platform. The findings from this research indicate that the research participants perceived the ease of use and the usefulness of the SVoD services' platform WATCH iT!. The results confirmed that they found it easy and straightforward to access live or recorded content on the platform WATCH iT!. They found it easy to use the platform WATCH iT! through digital and mobile devices including smart TVs, smartphones or tablets. The respondents believed that it is easy for them to navigate through the platform WATCH iT and search for content. They perceived the usefulness as they believed that the platform WATCH iT! allowed them to view TV programs and/or recorded videos in a faster way than traditional TV subscriber services or satellite TV. They can access the platform WATCH iT! in any place if there is a good Wi-Fi or network connection.

In this study, the perceived ease of use (PEOU) and the perceived usefulness (PU) of the SVoD services' platform WATCH iT! are significant antecedents of the individuals' excessive use of the platform. This result corroborates the findings of **Yang and Lee's (2018)** study that the individuals' perceived usefulness of streaming media devices was positively associated with their behavioral intention to use them. Also, this result is in line with **Lane and Coleman (2012)** who applied TAM by looking at perceived usefulness (PU) and perceived ease of use (PEOU) of the social networking media back in the day, such as Facebook and MySpace, within a group of business students at a U.S. regional university. The results of their study found that higher PEOU led to higher PU, which ultimately led to a higher use of the social networking media. Further, **Park et al. (2013)** in their study on Smartphones usage in South Korea, applied TAM. Their study confirmed the basic claims of the TAM – the path from PEOU to PU and the path from PU to intention to keep using smartphones and increase smartphone dependency. This indicates that users become dependent on the technology once they perceive it as useful and easy to use.

6.   CONCLUSION

Certain traits or background characteristics have been considered significant predictors of excessive use of the subscription-based video-on-demand (SVoD) services. This study explores more deliberately users' background characteristics and motives that may make a user prone to excessive usage behavior. Low self-esteem and lack of self-control were negatively related to the excessive use behavior identified in this study. This may suggest that externally controlled users and the users with low self-esteem may be particularly prone to developing an excessive use of the platform WATCH iT!. The survey respondents revealed that they used platform WATCH iT! for instrumental purposes to watch informative programs. That means for gratifying their information-seeking needs, users depend on the platform and watch information content at their convenience. On the contrary, to the expectation, information seeking did not predict the excessive use of the platform WATCH iT! in this study.

The motivation category that affects the demand of users' excessive use behavior the most, is the individuals' ritualized motivations as they were found to have a very significant effect on excessive use. The respondents were watching the platform WATCH iT! on a habitual basis, to break their routine where they considered the media technologies as a form of entertainment. The findings from this research indicated that the research participants perceived TAM's core constructs including the perceived ease of use and the perceived usefulness of the platform WATCH iT!. The results confirmed that they found it easy and

straightforward to use their smart TVs, smartphones or tablets to access online streaming services. They perceived the usefulness of online streaming services, as they enhanced their experience of watching informative and/or entertainment programs, particularly when they used their mobile devices.

6.1   Limitations and Theoretical Recommendations

There are several limitations to this study; first, the study's generalizability may be limited by its focus on a specific demographic (Egyptian youth) and platform (WATCH iT!). The sample used in this study may not be representative of the overall consumers in Egypt, as it focused on a certain age group, so future research needs to be done on other different age groups. Also, the study's scope focused on a certain platform which is WATCH iT!, and the findings of the study may not be applicable to suit other different platforms. Therefore, further research can distinguish among different service providers of online streaming, and those that are operating in different settings.

Future research could explore the applicability of the findings to other contexts and platforms. Although individuals in society are aware of the detrimental effects of excessive reliance on digital media, a dilemma exists because one might suffer from social exclusion if she/he refuses to partake in the new social norms associated with new media devices. In this study few psychological characteristics are included. To address this limitation, future researchers need to examine more specific characteristics that had linked with excessive use behavior i.e., shyness, sensation-seeking and loneliness.

Another limitation to note is using only online questionnaires as the main data collection tool, however, this may not be enough, in order to enhance the reliability of the study a real-time response must be used instead of a recalled one. Perhaps, further research may involve interpretative studies to investigate the individuals' in-depth opinions and beliefs on the latest developments in broadcast media. Inductive studies can reveal other important factors about the individuals' consumption behaviors, and may probably shed more light on why, where, when and how they are using online streaming technologies. This way, service providers of recorded video content and/or live broadcasts will be in a better position to understand their audiences' expectations.

6.2   Practical Recommendations

The present study contributes to the understanding of the factors driving Egyptian youth's excessive use of WATCH iT!. The findings have implications for service providers, policymakers, and marketers seeking to understand the motivations behind the adoption and excessive use of video on demand services. The study findings suggest that entertainment is a strong predictor of excessive use of the platform WATCH iT!. So, it is recommended that the subscription-based video-on-demand (SVoD) platforms produce more entertainment programs and introduce structural changes in their content creation, presentation and distribution to attract viewers and garner their loyalty. The contents need to be locally produced and are in tune with local popular interest to cope with exploding market challenges. The study identified that most of WATCH iT! users use this online streaming technologies for ease of use. This indicates that most viewers prefer to watch the platform on their mobile phones with their widespread freedom of access. Hence, on the backdrop of the current study, it is recommended that the subscription-based video-on-demand (SVoD) providers increase their user base substantially by adopting different distribution models. The most preferred programs in WATCH iT! platform are movies and series. So, it is recommended that the subscription-based video-on-demand (SVoD) players micro-target their audience by localized content in Arabic language. More such original content with a good storyline, true-life characters and suspense elements can woo the users to binge watch and continue to renew their subscriptions.

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Appendix (A)

Questionnaire in English

Q1: *How often do you use the Internet for work/ fun?*

All the time	Only sometimes	Rarely

Q2: *What is your usage rate of the platform WATCH iT!?*

Once daily	Several times a day	More than 3 times a week	Once a week	Depending on the situation

Q3: *How many hours do you spend watching content on the platform WATCH iT! per day?*

Less than an hour	From 2 to 3 hours	From 3 hours to 6 hours	6 hours or more

Q4: *How long have you been subscribed to the platform WATCH iT!?*

Less than 6 months	From 6 months to a year	From 1 year to 2 years	From 2 years to 3 years	I am not subscribed

Q5: *Out of all the content featured on WATCH iT!, which is the most appealing to you?*

Movies	Series	Programs & shows	Other

Q6: *In your opinion; which is the most important characteristic in Subscription Video on Demand Services' platform? (choose more than one)*

- Accessibility
- Diversity of Content
- Ease of Use
- Entertainment
- Fulfillment of Desires/ Demands

Q7: *To what extent do you agree with the following statements:*

You can give only one answer in a row.

Psychological Characteristics					
	strongly agree	*agree*	*neutral*	*disagree*	*strongly disagree*
Self-esteem					
I take a positive attitude towards myself					
I am good at managing the responsibilities of daily life					
I believe that I am a worthwhile person					
Self-control					
The demands of everyday life often get me down					
My life is controlled by other powerful/ influential individuals					
To a great extent, my life is controlled by accidental happenings					

Motives					
	strongly agree	*agree*	*neutral*	*disagree*	*strongly disagree*
Motivation for Ritualized Use					
I watch the platform WATCH iT! to break my routine					
I watch the platform WATCH iT! only in my free time					
Watching the platform WATCH iT! is a form of entertainment					
I watch the platform WATCH iT! as it saves me time and effort to find content I might like					
Motivation for Instrumental Use					
I watch informative programs, including news and talk shows through the platform WATCH iT!					
I watch the platform WATCH iT!as it offers advertising options, e.g., no advertising, limited advertising or all advertising will be presented in free viewing mode					
I watch the platform WATCH iT!as it keeps me up-to-date with all the new content (*series & programs...etc.*)					

Perceived Ease of Use and Perceived Usefulness	strongly agree	agree	neutral	disagree	strongly disagree
Perceived Ease of Use					
It is easy for me to access live or recorded content on the platform WATCH iT!					
I find it easy to use the platform WATCH iT! through digital and mobile devices, including smart TVs, smartphones and tablets					
I find it easy to navigate through the platform WATCH iT! and search for content					
Perceived Usefulness					
The platform WATCH iT!allows me to view what I want in a faster way than traditional TV subscriber services					
I can watch content on the platform WATCH iT! in any place I like if there is a good Wi-Fi or network connection					
I feel joy when watching content on the platform WATCH iT!					

Excessive Internet Use	strongly agree	agree	neutral	disagree	strongly disagree
Whenever I have free time, I watch content on the platform WATCH iT!					
I dedicate time every day to watch content on the platform WATCH iT!					
I continue to have the notifications for the platform WATCH iT! always turned on					

Q8: *To what extent do you agree with the following statements:*

You can give only one answer in a row.

	strongly agree	agree	neutral	disagree	strongly disagree
I plan to renew my subscription to the platform WATCH iT! when it ends					
Once my subscription on the platform WATCH iT! ends, I plan to try a different platform offering similar content					
I have multiple subscriptions on multiple Subscription Video on Demand services' platforms which I continue to renew					

Q9: *If you strongly agree/disagree with the statement "I plan to renew my subscription to the platform WATCH iT! when it ends", please justify your answer.*

Q10: *How do you rate your own overall experience with the platform WATCH iT!?(rate of the quality of WATCH iT!?)*

Very Poor	Poor	Average	Good	Very Good

Q11: *Personal Information*

Age

16 – 23	24 – 31	32 – 39

Gender

Female	Male

Education Level

High school student	University student	Graduate	Post-graduate

Marital Status

Single	Married

Occupation *(if any)*

Appendix (B)
Questionnaire in Arabic

س1: كم مرة تستخدم الإنترنت للعمل أو للتسلية؟

نادراً	أحياناً	دائماً

س2: ما هو معدل استخدامك لمنصة WATCH iT؟!

على حسب الظروف	أكثر من ٣ مرات في الأسبوع	مرة في الاسبوع	أكثر من مرة في اليوم	مرة يومياً

س3: كم ساعة تقضيها في مشاهدة محتوى على منصة WATCH iT! في اليوم؟

أكثر من ٦ ساعات	من ٣ ساعات إلى ٦ ساعات	من ساعتين إلى ٣ ساعات	أقل من ساعة

س4: منذ متى وأنت مشترك في منصة WATCH iT؟!

غير مشترك	من سنتين إلى ٣ سنوات	من سنة إلى سنتين	من ٦ شهور إلى سنة	أقل من ٦ شهور

س5: من بين كل المحتوى الموجود على منصة WATCH iT!، ما هو المحتوى الأكثر جاذبية بالنسبة لك؟

أخرى	البرنامج والمسرحيات	المسلسلات	الأفلام

س6: في رأيك؛ ما هي أهم ما يميز منصات خدمة الفيديو حسب الطلب؟

- سهولة الوصول
- سهولة الاستخدام
- تنوع المحتوى
- الترفيه
- تحقيق المطالب

الخصائص النفسية
س7: إلى أي مدى توافق على العبارات التالية:

أرفض بشدة	أرفض	محايد	أوافق	أوافق بشدة	
					أتخذ موقفاً إيجابياً تجاه نفسي
					أنا أجيد إدارة مسؤوليات الحياة اليومية
					أعتقد أنني شخص ذو شأن
					غالبًا ما تحبطني متطلبات الحياة اليومية
					يتم التحكم في حياتي من قبل أفراد مؤثرين آخرين
					إلى حد كبير، يتم التحكم في حياتي من خلال الأحداث العرضية

الدوافع

س8: إلى أي مدى توافق على العبارات التالية:

أرفض بشدة	أرفض	محايد	أوافق	أوافق بشدة	
					أشاهد منصة WATCH iT! لكسر نمط يومي
					أشاهد منصة WATCH iT! فقط في وقت فراغي
					مشاهدة منصة WATCH iT! هو شكل من أشكال الترفيه
					أشاهد منصة WATCH iT! لأنها توفر لي الوقت والجهد للعثور على محتوى قد يعجبني
					أشاهد البرامج التثقيفية بما في ذلك الأخبار والبرامج الحوارية عبر منصة WATCH iT!
					أشاهد منصة WATCH iT! لأنها توفر خيارات إعلانية، على سبيل المثال، لا تعرض أي إعلانات أو إعلانات محدودة
					أشاهد منصة WATCH iT! حيث تبقيني على اطلاع بكل جديد (مسلسلات وبرامج...إلخ)

سهولة الاستخدام المدركة والفائدة المدركة

س9: إلى أي مدى توافق على العبارات التالية:

أرفض بشدة	أرفض	محايد	أوافق	أوافق بشدة	
					من السهل بالنسبة لي الوصول إلى المحتوى المباشر أو المسجل على منصة WATCH iT!
					أجد أنه من السهل استخدام منصة WATCH iT! من خلال الأجهزة الرقمية والمحمولة، بما في ذلك أجهزة التلفاز الذكية والهواتف الذكية والأجهزة اللوحية
					أجد أنه من السهل التنقل عبر منصة WATCH iT! والبحث عن المحتوى
					منصة WATCH iT! تسمح لي بمشاهدة ما أريد بطريقة أسرع من خدمات المشتركين في التلفزيون التقليدية
					يمكنني مشاهدة المحتوى على منصة WATCH iT! في أي مكان أحبه إذا كان هناك اتصال جيد بشبكة Wi-Fi
					أشعر بالبهجة عند مشاهدة المحتوى على منصة WATCH iT!

الاستخدام المفرط
س10: إلى أي مدى توافق على العبارات التالية:

أرفض بشدة	أرفض	محايد	أوافق	أوافق بشدة	
					كلما كان لدي وقت فراغ، أشاهد المحتوى على منصة WATCH iT!
					أخصص وقتًا كل يوم لمشاهدة المحتوى على منصة WATCH iT!
					مازالت الإشعارات الخاصة بمنصة WATCH iT! قيد التشغيل دائمًا

س11: إلى أي مدى توافق على العبارات التالية:

أرفض بشدة	أرفض	محايد	أوافق	أوافق بشدة	
					أنوي تجديد اشتراكي في منصة WATCH iT! عندما ينتهي
					بمجرد انتهاء اشتراكي بمنصة WATCH iT!، أنوي تجربة منصة مختلفة تقدم محتوى مشابهًا
					لدي اشتراكات في العديد من منصات خدمات الفيديو حسب الطلب والتي استمر في تجديدها

س12: إذا كنت توافق/لا توافق بشدة على عبارة «أخطط لتجديد اشتراكي في منصة WATCH iT! عندما تنتهي»، يرجى تبرير إجابتك.

س13: كيف تقيم تجربتك مع منصة WATCH iT!؟

ضعيف جداً	ضعيف	محايد	جيد	جيد جداً

معلومات شخصية
السن

32 – 39	24 - 31	16 - 23

الجنس

ذكر	أنثى

مستوى التعليم

دراسات عليا	خريج	طالب جامعي	طالب ثانوي

الحالة الاجتماعية

متزوج	أعزب

المهنة (إن وجدت)