



**FACTORS DRIVING GENERATION Z's MEDIA CONSUMPTION OF  
OTT PLATFORM UTILISING UNIFIED THEORY OF ACCEPTANCE AND  
USE OF TECHNOLOGY**

**By**

**LIU LU**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,  
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

**March 2024**

**FBMK 2024 19**

All material contained within the thesis, including without limitation text, logos, icons, photographs, and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment  
of the requirement for the degree of Doctor of Philosophy

**FACTORS DRIVING GENERATION Z's MEDIA CONSUMPTION OF  
OTT PLATFORM UTILISING UNIFIED THEORY OF ACCEPTANCE AND  
USE OF TECHNOLOGY**

By

**LIU LU**

**March 2024**

**Chairman : Mohd Feroz Shah De Costa bin Mohd Faris De Costa, PhD**  
**Faculty : Modern Languages and Communication**

Over-the-top (OTT) platforms, including iQiyi, Youku video, and Tencent Video, are changing how people consume media as a result of the internet's explosive growth and expansion, which is having an unprecedented effect on the media industry. OTT platforms have brought fierce user competition to traditional TV because of their ease of use. The segment of consumers is a result of the altered media ecosystem. But there were limited studies that considered the personal perception about the relationship between traditional TV and OTT platforms into the adoption of OTT platforms. Additionally, Generation Z has distinct media consumption traits and is gradually making up a significant portion of the audience for both present and future OTT platforms. However, the factors that impact Generation Z's segmented OTT platform adoption have not been precisely investigated, which is the main objective of this study. This study mainly utilised the Unified Theory of Acceptance and Use of Technology model 2 (UTAUT2) and segmented media consumption for theoretical underpinning. This study primarily employed a quantitative survey design, collecting a total of 511

questionnaires from members of Generation Z in Beijing, Shanghai, Guangzhou, and Shenzhen using three-stage cluster sampling and snowball sampling methods. Through the use of Likert scales developed by researchers, all variables were measured. For the data analysis in this study, Smart PLS 4 software was used in conjunction with partial least squares structural equation modelling (PLS-SEM). The segmented adoption of OTT platforms by Generation Z was found to be significantly influenced by effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, and platform ecosystem. These factors together fully explained 57.1% of variations in Generation Z's behavioural intention to adopt OTT platforms. Furthermore, habit, social influence, hedonic motivation, effort expectancy, and facilitating conditions were the secondary factors that influenced Generation Z to use OTT platforms. The platform ecosystem was the primary influence. This study also showed that Generation Z believed OTT platforms and traditional TV had either a complementing or substitutable relationship, both of which had a substantial impact on segmented adoption of OTT platforms. In addition, there were no noticeable variations between the influence of the aforementioned predictors on the behavioural intention of solely using OTT platforms or using both traditional TV and OTT platforms. This study discovered that there was no gender-based moderating influence on any relationships between any of these markers and behavioural intention. This study provided innovative scholarly viewpoints on studies of media consumption and transferred ecological concept into communication studies for understanding the relationship between old and new media. As well as this study offered guidance for OTT platform companies to improve their operations to attract more users. For media policymakers, this study also supplied further resources with empirical evidence for improving media convergence.

**Keywords:** Consumer segment; Generation Z; OTT platforms adoption; UTAUT 2 Model

**SDG:** GOAL 8: Decent Work and Economic Growth



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**FAKTOR-FAKTOR YANG MENDORONG PENGGUNAAN MEDIA  
GENERASI Z PADA PLATFORM OTT DENGAN MENGGUNAKAN TEORI  
BERSATU PENERIMAAN DAN PENGGUNAAN TEKNOLOGI**

Oleh

**LIU LU**

**Mac 2024**

**Pengerusi : Mohd Feroz Shah De Costa bin Mohd Faris De Costa, PhD**  
**Fakulti : Bahasa Moden dan Komunikasi**

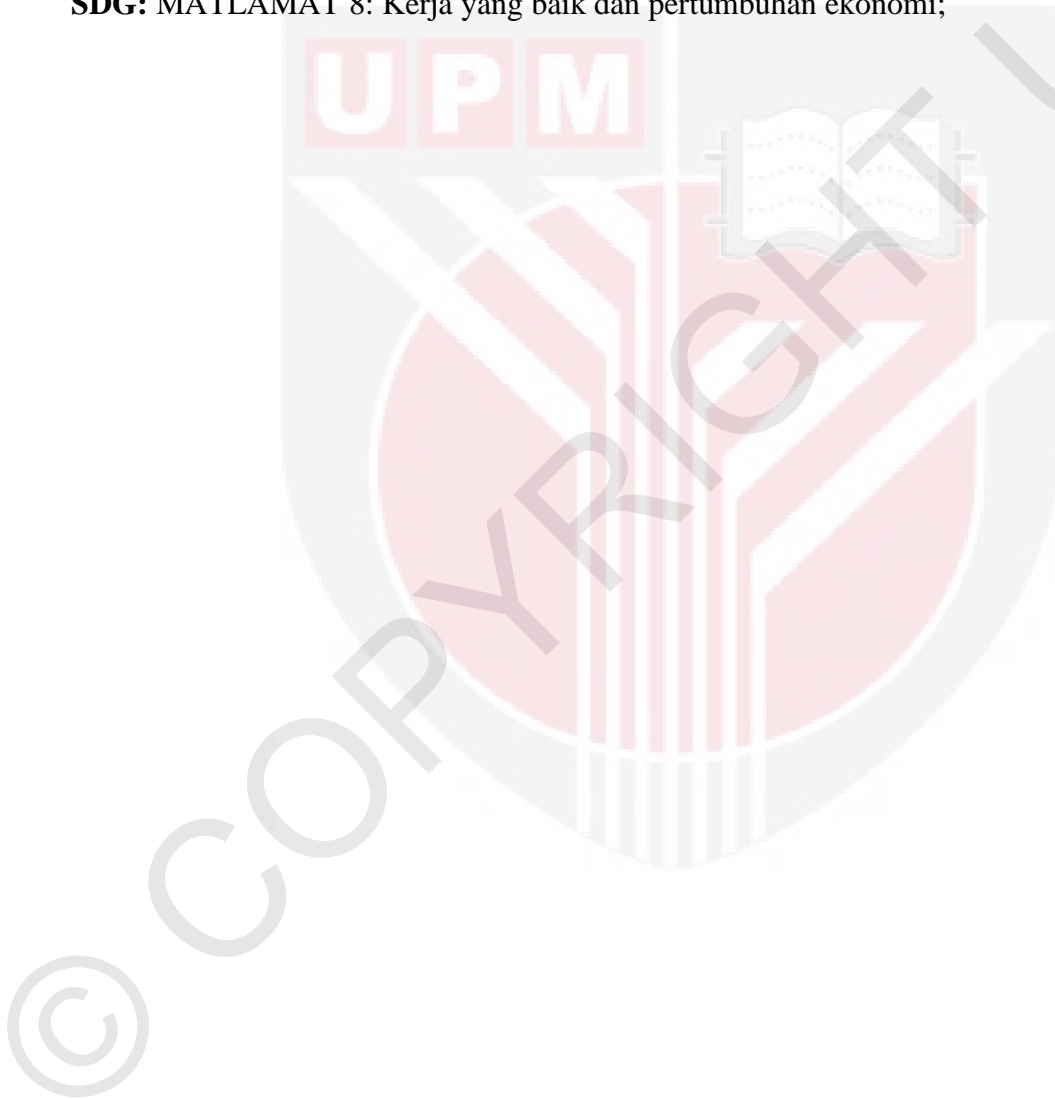
Platform Over-the-top (OTT), termasuk iQiyi, video Youku, dan Tencent Video, mengubah cara orang mengguna media sebagai akibat daripada pertumbuhan dan pengembangan internet yang sangat pesat, yang memberikan kesan luar biasa kepada industri media. Platform OTT telah membawa persaingan penggunaan yang sengit kepada TV tradisional kerana kemudahan penggunaannya. Segmen pengguna merupakan hasil daripada ekosistem media yang telah diubah. Namun, terdapat kajian yang terhad yang mempertimbangkan persepsi peribadi tentang hubungan antara TV tradisional dan platform OTT dalam penerimaan platform OTT. Selain itu, Generasi Z mempunyai ciri penggunaan media yang berbeza dan secara beransur-ansur menjadi sebahagian besar daripada penonton untuk kedua-dua platform OTT yang sedia ada dan akan datang. Walau bagaimanapun, faktor-faktor yang memberi kesan kepada penerimaan platform OTT yang bersegmentasi oleh Generasi Z tidak diteliti dengan tepat, yang merupakan objektif utama kajian ini. Kajian ini utamanya menggunakan Model Teori Penerimaan dan Penggunaan Teknologi Bersatu 2 (UTAUT2) dan

penggunaan media yang bersegmentasi sebagai asas teori. Kajian ini terutamanya menggunakan reka bentuk tinjauan kuantitatif, mengumpul jumlah 511 soal selidik daripada ahli Generasi Z di Beijing, Shanghai, Guangzhou, dan Shenzhen menggunakan kaedah pengambilan sampel kluster tiga peringkat dan kaedah pengambilan sampel bola salji. Melalui penggunaan skala Likert yang dibangunkan oleh penyelidik, semua pembolehubah diukur. Untuk analisis data dalam kajian ini, perisian Smart PLS 4 digunakan bersama-sama dengan pemodelan persamaan struktur least squares separa (PLS-SEM). Penerimaan platform OTT yang bersegmentasi oleh Generasi Z didapati dipengaruhi secara signifikan oleh jangkaan usaha, pengaruh sosial, keadaan yang memudahkan, motivasi hedonik, kebiasaan, dan ekosistem platform. Faktor-faktor ini bersama-sama menjelaskan 57.1% variasi dalam niat tingkah laku Generasi Z untuk menerima platform OTT. Selanjutnya, kebiasaan, pengaruh sosial, motivasi hedonik, jangkaan usaha, dan keadaan yang memudahkan adalah faktor kedua yang mempengaruhi Generasi Z untuk menggunakan platform OTT. Ekosistem platform adalah pengaruh utama. Kajian ini juga menunjukkan bahawa Generasi Z percaya platform OTT dan TV tradisional mempunyai hubungan yang melengkap atau boleh diganti, kedua-duanya memberi impak yang besar terhadap penerimaan bersegi platform OTT. Selain itu, tidak ada variasi yang ketara antara pengaruh penerang yang disebutkan di atas terhadap niat tingkah laku untuk menggunakan platform OTT secara tunggal atau menggunakan kedua-dua TV tradisional dan platform OTT. Kajian ini mendapati bahawa tidak ada pengaruh pemandu berdasarkan jantina terhadap mana-mana hubungan antara mana-mana penanda ini dan niat tingkah laku. Kajian ini menyediakan pandangan akademik yang inovatif tentang kajian penggunaan media dan memindahkan konsep ekologi ke dalam pengajian komunikasi untuk memahami hubungan antara media lama dan baru. Selain

itu, kajian ini menawarkan panduan kepada syarikat platform OTT untuk meningkatkan operasi mereka untuk menarik lebih ramai pengguna. Bagi pembuat dasar media, kajian ini juga menyediakan sumber lanjutan dengan bukti empirikal untuk meningkatkan konvergensi media.

**Kata Kunci:** Segmen pengguna; Generasi Z; Penerimaan platform OTT; Model UTAUT 2

**SDG:** MATLAMAT 8: Kerja yang baik dan pertumbuhan ekonomi;



## ACKNOWLEDGEMENTS

Many often, a doctoral thesis is portrayed as a solitary undertaking, but the extensive list that follows unequivocally demonstrates otherwise.

Primarily, I am immensely appreciative of my supervisors, Dr. Muhammad Sufri bin Muhammad and Dr. Mohd Feroz Shah De Costa bin Mohd Faris De Costa, for their patient guidance, unwavering support, and helpful advice throughout my PhD research. They have inspired me throughout my academic research and everyday life with their vast knowledge and wealth of experience. I want to express my gratitude to every professor. I have had an amazing time studying and living in Malaysia thanks to their generous assistance and support. Last but not least, I want to thank my parents. It would not be feasible for me to finish my studies without their amazing support and understanding throughout the last few years.

I also thank the young people who participated in the poll from Beijing, Shanghai, Guangzhou, and Shenzhen. Their active participation made it possible for me to finish my thesis without any problems.

Regards,

**LIU LU**

This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

**Mohd Feroz Shah De Costa bin Mohd Faris De Costa, PhD**

Senior Lecturer

Faculty of Modern Languages and Communication

Universiti Putra Malaysia

(Chairman)

**Muhamad Sufri bin Muhammad, PhD**

Senior Lecturer, Ts.

Faculty of Computer Science and Information Technology

Universiti Putra Malaysia

(Member)

---

**ZALILAH MOHD SHARIFF, PhD**

Professor and Dean

School of Graduate Studies

Universiti Putra Malaysia

Date: 11 July 2024

## TABLE OF CONTENTS

	<b>Page</b>
<b>ABSTRACT</b>	i
<b>ABSTRAK</b>	iv
<b>ACKNOWLEDGEMENTS</b>	vii
<b>APPROVAL</b>	viii
<b>DECLARATION</b>	x
<b>LIST OF TABLES</b>	xv
<b>LIST OF FIGURES</b>	xvii
<b>LIST OF ABBREVIATIONS</b>	xix
<b>CHAPTER</b>	
<b>1 INTRODUCTION</b>	<b>1</b>
1.1 Background of the Study	1
1.2 Statement of the Research Problem	4
1.3 Research Questions	8
1.4 Research Objectives	9
1.4.1 General Objective:	9
1.4.2 Specific Objectives:	9
1.5 Significance of the Study	9
1.5.1 Theoretical Significance	10
1.5.2 Methodological Significance	11
1.5.3 Practical Significance	11
1.5.4 Policy Significance	12
1.6 Scope of the Study	12
1.7 Keywords Definition	13
1.8 Summary	14
<b>2 LITERATURE REVIEW</b>	<b>15</b>
2.1 Introduction	15
2.2 Historical Development of New Media in China	15
2.3 Over-the-Top Platform (OTT Platform)	17
2.3.1 Definition of OTT Platform	17
2.3.2 OTT Platform Properties	18
2.3.3 Factors Influencing the Growth of the OTT Platforms	22
2.3.4 Historical Development of OTT Platforms in China	24
2.4 Generation Z	29
2.4.1 Definition of Generation Z	29
2.4.2 Generation Z's Media Usage Patterns	31
2.5 The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model	34
2.5.1 Introduction to UTAUT2 Model	34
2.5.2 Historical Development of UTAUT2 Model	37
2.5.3 Previous Studies on UTAUT2 Model	45

2.6	Platform Ecosystem	47
2.6.1	Introduction to Platform Ecosystem	47
2.6.2	Cord-Cutting as Phenomenon	47
2.6.3	Media Substitutability	49
2.6.4	Media Complementarity	49
2.6.5	Consumers Segment	52
2.7	Hypothesis Development	54
2.7.1	Performance Expectancy (PE) and OTT Platform Adoption	54
2.7.2	Effort Expectancy (EE) and OTT Platform Adoption	55
2.7.3	Social Influence (SI) and OTT Platform Adoption	56
2.7.4	Facilitating Conditions (FC) and OTT Platform Adoption	57
2.7.5	Hedonic Motivation (HM) and OTT Platform Adoption	58
2.7.6	Price (P) and OTT Platform Adoption	58
2.7.7	Habit (H) and OTT Platform Adoption	59
2.7.8	Platform Ecosystem (PECO) and OTT Platform Adoption	60
2.7.9	Moderation	60
2.8	Conceptual Framework	61
2.9	Hypotheses	62
2.10	Summary	64
<b>3</b>	<b>METHODOLOGY</b>	<b>65</b>
3.1	Introduction	65
3.2	Research Paradigm	65
3.3	Research Design	66
3.4	Location and Subjects of the Study	69
3.5	Population and Sampling Process	70
3.5.1	Population and Sample Size Determination	70
3.5.2	Sampling Procedure	73
3.6	Research Instrument	75
3.7	Operationalisation of Variables	77
3.7.1	Five-Point Scale	78
3.7.2	Closed-Ended Questions	78
3.7.3	Subgroups	79
3.7.4	Operationalisation of Study Variables	80
3.8	Pilot Test	82
3.8.1	Pre-Testing the Questionnaire	83
3.8.2	Scale Reliability and Validity in the Pilot Study	84
3.9	Data Collection Procedure	89
3.10	Data Analysis	91
3.10.1	Descriptive Statistics	94
3.10.2	Measurement Model Examination	94
3.10.3	Structural Model Examination	96
3.10.4	Moderating Effect Test	98
3.11	Summary	99

<b>4</b>	<b>RESULTS AND DISCUSSION</b>	100
4.1	Introduction	100
4.2	Subgroups	100
4.3	OTT Platforms Adoption	105
4.3.1	Performance Expectancy	105
4.3.2	Effort Expectancy	106
4.3.3	Social Influence	107
4.3.4	Facilitating Conditions	108
4.3.5	Hedonic Motivation	109
4.3.6	Price	110
4.3.7	Habit	111
4.3.8	Platform Ecosystem	112
4.4	Measurement Model Assessment	115
4.5	Test of Hypotheses	119
4.5.1	Structural Model Assessment of this Study	119
4.5.2	Test of hypotheses in Direct Effect	123
4.5.3	Test of Hypotheses in Moderating Effect	136
4.6	Summary	146
<b>5</b>	<b>SUMMARY, CONCLUSION, AND RECOMMENDATIONS FOR FUTURE RESEARCH</b>	149
5.1	Introduction	149
5.2	Summary of Research	149
5.3	Summary of Findings	154
5.4	Conclusion of the Study	156
5.5	Implications and Recommendations	158
5.5.1	Theoretical and Methodological Implications	158
5.5.2	Practical and Policy Implications	159
5.6	Suggestions for Future Research	160
5.7	Summary	161
	<b>REFERENCES</b>	162
	<b>APPENDICES</b>	185
	<b>BIODATA OF STUDENT</b>	189
	<b>LIST OF PUBLICATIONS</b>	190

## LIST OF TABLES

<b>Table</b>	<b>Page</b>	
2.1	OTT Platforms Different Models	19
2.2	The Generation Defined	30
2.3	Moderating Relationship in UTAUT2	61
3.1	Allocation of Variables and Summary of Constructs	77
3.2	Measuring Range of Variables	79
3.3	Operational Definition of a Two-Consumer Segment	80
3.4	Respondents' Profiles Analysis	84
3.5	Construct Reliability and Validity Analysis	86
3.6	Fornell-Larcker Criterion	88
3.7	Heterotrait-Monotrait Ratio (HTMT) Matrix	88
3.8	Evaluation Criteria of Smart PLS 4	99
4.1	Demographic Characteristics of Respondents	101
4.2	Descriptive Statistics of Behavioural Intention to Adopt OTT Platforms	102
4.3	Difference of Behavioural Intention between Gender	103
4.4	Overview of Subgroups	104
4.5	Difference of Subgroups between Gender	105
4.6	Distribution of Performance Expectancy	106
4.7	Distribution of Effort Expectancy	107
4.8	Distribution of Social Influence	108
4.9	Distribution of Facilitating Conditions	109
4.10	Distribution of Hedonic Motivation	110
4.11	Distribution of Price	111
4.12	Distribution of Habit	112
4.13	Distribution of Platform Ecosystem	113

4.14	Difference of OTT Platform Adoption Factors by Gender	114
4.15	Correlation Matrix of Constructs	114
4.16	Construct Reliability and Validity	117
4.17	Discriminant Validity Using Fornell and Larcker Criterion	118
4.18	Discriminant Validity Using Heterotrait-Monotrait Ratio (HTMT)	118
4.19	Hypotheses Testing and Relationship between Variables	123
4.20	Bootstrapping Multigroup Analysis of Cord-Cutter and Cord-Coupler Group	135
4.21	Moderating Effect of Gender on Direct Relationships	136
4.22	Summary of Relationship between Indicators and Behavioural Intention	147

## LIST OF FIGURES

Figure	Page
2.1 iQiyi Interface	26
2.2 Youku Interface	27
2.3 Tencent Video Interface	28
2.4 Mango TV Interface	29
2.5 Diffusion of Innovation Model (Sahin, 2006, p.15)	38
2.6 Theory of Reason Action Model (Madden et al., 1992)	39
2.7 Theory of Planned Behaviour Model (Madden et al., 1992)	40
2.8 Technology Acceptance Model (Davis & Venkatesh, 1996)	41
2.9 Model of PC Utilization (Thompson et al., 1991)	43
2.10 Theoretical Framework: Original UTAUT2 Model (Venkatesh et al., 2012, p.160)	44
2.11 Constructs Relationship between Theories	45
2.12 Conceptual Framework	62
3.1 Research Design Procedure	69
3.2 Inverse square root method minimum sample size calculation equation (Kock & Hadaya, 2018)	73
3.3 Process of Sampling	75
3.4 Data Collection Process	90
3.5 PLS-SEM Data Analysis Procedure	93
4.1 The Structural Model of Predictors on Behaviour Intention of OTT Platform Adoption	122
4.2 Fit Structural Model for Predictors of Behavioural Intention	134
4.3 Interaction Plot of Gender and Performance Expectancy	137
4.4 Interaction Plot of Gender and Effort Expectancy	138
4.5 Interaction Plot of Gender and Social Influences	139
4.6 Interaction Plot of Gender and Facilitating Conditions	140

4.7	Interaction Plot of Gender and Hedonic Motivation	141
4.8	Interaction Plot of Gender and Price	142
4.9	Interaction Plot of Gender and Habit	143
4.10	Interaction Plot of Gender and Platform Ecosystem	144



## LIST OF ABBREVIATIONS

OTT	Over-the-top Platform
Gen Z	Generation Z
UTAUT 2	Modified Unified Theory of Acceptance and Use of Technology 2
UGT	Uses and Gratification Theory
TRA	Theory of Reasoned Actions
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
IT	Information Technology
MM	Motivational Model
C-TAM-TPB	A model combing the technology acceptance model and the theory of planned behaviour
MPCU	Model of PC utilisation
IDT	Innovation Diffusion Theory
SCT	Social Cognitive Theory
PE	Performance Expectancy
EE	Effort Expectancy
SI	Social Influence
FC	Facilitating Conditions
HM	Hedonic Motivation
P	Price
H	Habit
PECO	Platform Ecosystem
PLS-SEM	Partial Least Squares Structural Equation Modelling
CB-SEM	Covariance-based Structural Equation Modelling
HTMT	Heterotrait-Monotrait

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

With the rapid development and proliferation of the internet and digital technology, there is experiencing an epochal change in the media industry and the technology penetration has changed media consumption, particularly the media viewing pattern (Shah & Mehta, 2022). The digital format has increasingly become an important form of media consumption across the world (Sahu et al., 2021). Consumers are inclined to access information and media context more easily and conveniently way (Parthasarathy & Bhattacharjee, 1998), and over-the-top (OTT) streaming media services are globally growing significant media consumption way (Ganjoo, 2016; Indrawati & Haryoto, 2015).

In terms of the National Media and Infocommunication Authority Report (2014, p.11), OTT is defined as “the service delivered over the internet by a service provider that is not responsible for the transmission of the signals to the end-users; users access the OTT service via the public internet”. In other words, unlike traditional media, OTT streaming service has fewer limitations, and the consumers only need to access the internet to obtain context. Meanwhile, these OTT streaming media platforms can provide rich resources of news, TV series, movies, reality shows, sports programs and other various content without the limited time and place, which enables audiences can watch anytime and anywhere. Furthermore, with the ability to offer on-demand and live-streamed content with multiple types of devices, such as smartphones and tablets,

and directly deliver to end-users, the OTT streaming platforms are changing the media consumption habits of individuals (Mulla, 2022).

Moreover, the OTT platforms not only impact view habits through the different ways of content publication but also the enhanced relation with social interaction (Yoo et al., 2020; Mulla, 2022; Flayelle et al., 2017). The OTT platforms try to add social functions to improve the attraction for users and loyalty of users, for example, Bilibili, a Chinese OTT platform, adds bullet chats to expand the commenting function to offer a place for users to synchronously discuss with friends and other people when watching videos.

Nowadays, with the high penetration rate of the internet and portable devices, particularly smartphones, there has been significant growth in OTT platforms and the number of users of OTT platforms (Singh et al., 2022; Lee et al., 2019). The population of users who choose streaming services is growing and at the same time, the amount of time that watching streaming services also is increasing (Shelton et al., 2016). Moreover, the COVID-19 pandemic heated this trend, due to the lockdown policy, the consumption of at-home media has increased, and more people have moved to online media, especially younger people (Song, 2021; Sharma & Lulandala, 2023).

Based on the previous study, Generation Z (Gen Z), who was born between 1995 and 2012, occupies a large part of current and future consumers (Camilleri & Falzon, 2020; Kim & Kim, 2020; Mulyana, 2019). Gen Z is also referred to as “digital natives” and savvy with technology (Wood, 2013). As for them, streaming is not a fresh way of media consumption, they are early adopters and already have been used to watching

audio-visual content on streaming platforms (Podara et al., 2021). Thus, in terms of generational perspective, Gen Z's media consumption is different from other generations and has unique characteristics, which is critical to understand their consumption motivation both for business and academia (Pichler et al., 2021; Podara et al., 2021). Moreover, as for a technology-based product or service, the factors that contribute to Generation Z's adoption of the OTT platform are not clear.

Furthermore, due to the OTT streaming services having a significant influence on the changing media consumption behaviour of individuals, there are increasing audiences moved from traditional media to streaming media. The rise of "cord-cutters," or media consumers, who have stopped subscribing to traditional media outlets in favour of relying on streaming video material made available online, is one important result of this development (Kim et al., 2021). According to the use and gratification theory, users actively choose one media to meet their needs (Kartz et al., 1973), and traditional media and OTT streaming media have a similar function that provides for their users. However, according to niche theory (Dimmick, 2002), the time that users spend on media consumption is limited, whether they choose OTT platforms as complementary to gratify their needs should be explored. This leads to a growing academic interest in exploring the rationale of media consumption on OTT streaming platforms. Therefore, this research aims to investigate the motivation of Gen Z to adopt OTT platforms by using the Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model and particularly understand the influence of factors that consider OTT platforms as media complementary or replaceable to the adoption of OTT platforms.

## 1.2 Statement of the Research Problem

As a result of the rapid and advanced development of internet technology, a range of internet-based media activities is continually growing, the media market has changed a lot. Particularly, the emergence and development of OTT platforms intensify competition in the media market and video consumption is transferring from the traditional pay-TV model to the OTT platform (Habib et al., 2022; Sadana & Sharma, 2020; Westcott et al., 2019). Global traditional pay-TV revenue witnessed a decline from 186 billion U.S. dollars in 2019 to 151 billion U.S. dollars in 2022, and current projections suggest that this downward trajectory is unlikely to be reversed, largely due to the prevalence of on-demand content (Statista, 2023a). While, by the year 2027, there is an anticipated growth of 26 million pay TV subscriptions in Asia-Pacific region, primarily driven by China and India (Statista, 2023a). Forecasts indicate a continuous rise in the number of users within the ‘OTT Video’ segment of the Chinese media market. It is expected that between 2024 and 2029, there will be a significant increase of 217.4 million users (+22.51 percent), positioning China to have one of the highest pay TV subscribers counts worldwide (Statista, 2024). The emergence and increase in popularity of OTT platform services among audiences have prompted inquiries into the impact of this innovative digital media on viewers’ propensity to utilize them (Dwivedi et al., 2024).

More, the 5G technology improves convenience and advantage of the OTT platform usage, which results in customer’s consumption autonomy (Dwivedi et al., 2024) and boosts next-generation media consumption, more than 50% of Generation Z (Gen Z) state that they are willing to watch more streaming video on mobile devices (Westcott et al., 2019). Generation Z, the current and future major consumers, as “digital natives”

was born with the shaping of the world by the internet (Seemiller & Grace, 2016). They are familiar with the new media consumption patterns and much more easily adopt the OTT platforms. In other words, Gen Z has a pro-tech, pro-network media consumption habit and they prefer to use new media to view. Also, there is a significant relationship between age and viewing motivation (Rubin, 1981). However, the factor that determines the adoption of OTT platforms is not accurate and clear, and the uncertainty is amplified among young digital audiences (Chan-Olmsted et al., 2020). Moreover, there are limited studies to explore Generation Z's adoption of OTT platforms based on their "digital native" characteristics.

Meanwhile, consumers are the ones who ultimately decide whether to purchase a certain product, it is crucial to understand the elements that influence them to do so (Indrawati & Haryoto, 2015). Over the years, researchers have looked at different OTT services and examined the factors that influence users' behavioural intentions and use of OTT-related technology. To assess user behaviour, researchers and academics have frequently employed the use and gratification theory (UGT) (Menon, 2022), the theory of reasoned action (TRA), the theory of planned behaviour (TPB) (Tefertiller, 2017), the technology acceptance model (TAM) (Bhatt, 2022; Camilleri & Falzon, 2021); the unified theory of acceptance and use of technology (UTAUT) model (Bhattacharyya et al., 2022). These previous studies stated that there are many variables play a significant impact on OTT platform adoption, likely, price, convenience and performance expectations are just a few examples (Bhatt, 2022; Bhattacharyya et al., 2022; Camilleri & Falzon, 2021; Menon, 2022; Mulla 2022; Tefertiller, 2017). However, these theories and studies did not fully capture the complexity of factors that influence adoption of OTT platforms (Venkatesh et al., 2003; 2012). Venkatesh

et al. (2012) expanded UTAUT model to develop the UTAUT2 model, which anchored to hypothesize the influence of these components on behavioural intent toward usage and actual utilization practices and provided a comprehensive framework for exploring technology-related service and products. Moreover, these constructs in the UTAUT2 model have been experimentally tested and verified in a broad spectrum of contemporary technology adoption studies. However, there was limited OTT platform adoption research that implied the UTAUT2 model, and it still needs to explore whether there are other factors that affect the OTT platform adoption, particularly from a consumer subjective perception perspective, and to validate this model in a different context (Bhattacharyya et al., 2022; Venkatesh et al., 2012).

Because the media and platforms ecosystem also have a significant influence on consumers' adoption of media (Leiner & Neuendorf, 2022; Kim et al., 2021). Substitutability and complementarity are two main concepts of the relationship between old and new media. On the one hand, consumers sense substitutability and are more inclined to cut the cord and adopt the new media when they believe it can offer more functionality and pleasure than the old medium (Crawford, 2016). On the other hand, when people perceive that old and new media complement each other they will tend to choose both the old and new media and become cord-couplers (Kim et al., 2021). The fragmented consumer groups are a result of the various ways that the platform ecosystem is seen. According to several past studies, OTT platforms are replacing traditional TV and the advanced functionalities offered by OTT platforms may lead to cord-cutting and cord-coupling phenomenon (Cha, 2013; Kim et al., 2021; Massad, 2018; Park, 2019; Tefertiller, 2018), which subsequently leads to consumers segments. Cord-cutting refers to consumers abandoning traditional TV and choosing

the OTT platform for viewing. While cord-coupling refers to the consumers selecting both traditional TV and OTT platforms for watching (Kim et al., 2021).

Specifically, consumers only have infinite time and cost for watching media content, and based on the niche theory the traditional media are facing competition from the OTT platforms for the consumers' attention time and cost (Cha & Chan-Olmsted, 2012; Dimmick et al., 2000). When individuals select the OTT platforms to watch, they spend less or no time on traditional TV. However, as for the media consumers' migration and the relationship between conventional media and new media, media complementarity theory provides a different perspective to explore the relationship between conventional media and new media (Dutton-Bergman, 2004). Firstly, regarding the motivation of media consumption, use and gratification theory explores a lot and it states that the reason individuals actively choose one certain media to consume is to satisfy specific needs (Fernandes & Pinto, 2020). Udoakpan and Tengeh (2020) claimed that there are high similarities in gratifying the audience's needs between watching OTT platforms and traditional TV. Dutta-Bergman (2004a; 2004b) demonstrated that users tend to seek the same content from traditional media and online media, which is supported by the media complementarity theory. Meanwhile, media complementarity provides a great perspective to show the coexistence and cross-use of old and new media (Dutton-Bergman, 2004). But a lack of experimental and statistical data to support it. There is a lack of understanding of considering the platform ecosystem as a factor that affects the adoption of OTT platforms and consumer segment. In other words, there were limited studies that employed quantitative methods for exploring and understanding the complement relationship between traditional TV and OTT platforms and cord-coupling phenomena.

To conclude, the development of the OTT platform has had a significant influence on the shifting of media consumption behaviour and patterns and media industry strategies. Meanwhile, the migration of consumers from traditional media to OTT platforms and the relationship between the two mediums play an important role in understanding media development. And Generation Z as the main future consumer has special characteristics and plays a vital role in media development. Gen Z's different characteristics in media consumption habits are important to explore to understand the affordance of digital media from a youth perspective (Suwana, 2020). Therefore, this research aims to fill these gaps and to explore and identify the factors that impact Generation Z to adopt the OTT platform and understand their thought about the relationship between traditional media and the OTT platform. So, the following research questions and objectives are designed for this study.

### **1.3 Research Questions**

- RQ1: What specific elements of the UTAUT2 model significantly influence Generation Z's adoption of OTT platforms?
- RQ2: How does the perception of the platform ecosystem, including factors such as perceived substitutability and complementarity, influence Generation Z's adoption of OTT platforms?
- RQ3: What are the underlying factors contributing to the segmented adoption patterns of OTT platforms among Generation Z?
- RQ4: What is the moderating effect of gender on the relationship between factors influencing Generation Z's adoption of OTT platforms and their actual adoption behaviour?

## **1.4 Research Objectives**

### **1.4.1 General Objective:**

The general objective of this study is to explore the factors that impact Generation Z's diversified adoption of OTT platforms.

### **1.4.2 Specific Objectives:**

RO1: To examine the individual components of the UTAUT2 model that exert a notable impact on Generation Z's adoption behaviour towards OTT platforms.

RO2: To examine the role of the platform ecosystem in shaping Generation Z's attitudes and behaviours towards OTT platforms, particularly in relation to perceived substitutability and complementarity.

RO3: To explore and elucidate the various factors contributing to the heterogeneous adoption behaviours observed among Generation Z regarding OTT platforms.

RO4: To examine the moderating role of gender in the relationship between factors that affect Generation Z's OTT platform adoption and Generation Z's adoption of OTT platforms.

## **1.5 Significance of the Study**

The findings of this study would contribute to the academic field of media consumption and media convergence and commercial strategies for media company business development. The significance of this study will be discussed from four aspects, namely theoretical, methodological, practical, and policy.

### 1.5.1 Theoretical Significance

First, for the theoretical aspects, the related research on the shift of media consumption patterns and the adoption of new media has offered a certain theoretical basis for this research, but there are also certain limitations. Through the sorting and analysis of existing research, it is found that most previous research pays attention to general audiences, and limited focus on the next generation, Gen Z. According to various big data predictions, in the next 10 years, 73% of the Generation Z population will become newcomers to the workplace. By 2035, the overall consumption scale of China's Generation Z will increase by 4 times to 16 trillion (Fang, 2022). It can be said that in the entire consumer market in the future, core elements for the growth of the Culture Market are included. Thus, Gen Z is the majority of current and future consumers, and it plays an important role in exploring the antecedence and motivation of their consumption behaviour both for filling the literature gap and designing a marketing strategy. Thus, this study focuses on Gen Z and provides more information about their media consumption.

Second, although several pieces of research explore the adoption of streaming services few investigate the consumers' diversified adoption, this study would try to provide a new perspective and framework that combines the UTAUT2 model and platform ecosystem concept to investigate the segmented media adoption. This research would extend and add platform ecosystem aspects to the UTAUT2 model to comprehensively investigate the segmented adoption of the OTT platforms and examine the UTAUT2 model in a different context. Meanwhile, this study provides the resource to integrate the macro and micro and translate macro-concepts to micro-individual levels for a

deeper understanding of future generations' diversified viewing repertoire creation, media consumer segments and media convergence.

This research provides a novel perspective on comprehending the varied uptake of new media services and consumption trends among Generation Z. The empirical implementation of these concepts serves to enhance a revised iteration of the UTAUT2 framework for forthcoming studies on media product adoption.

### **1.5.2 Methodological Significance**

Next, as for methodology, this study will use quantitative methods to enrich and provide guidelines for future media complementarity studies. So, this study explains more and contributes the knowledge about media consumption study combining theory and practice for future reference.

Additionally, the present study utilizes the Smart PLS 4 software for conducting data analysis, thus offering an illustrative reference for upcoming research endeavours interested in utilizing Smart PLS 4 for data analysis.

### **1.5.3 Practical Significance**

Then for practical aspects, most previous studies focus on the OTT platforms in the US market, such as Netflix, and rarely pay attention to the Chinese market, so this study would explore more of the Chinese media market to offer more business strategies for Chinese media companies. This research would contribute to providing a valued reference for streaming services platforms to improve their user population and increase revenue, which is the impractical application of the current research.

#### **1.5.4 Policy Significance**

Last, for the policy aspect, this study offers more detailed evidence of diversified media consumption, and the youth's media consumption patterns and rules, the policymakers can use these to make rational regulations about online media use.

Additionally, this study explores individuals' perceptions of diversity in the media ecosystem and the relationship between old and new media, policymakers could use these information to promote media convergence.

#### **1.6 Scope of the Study**

OTT platforms can directly deliver media content and service through the internet to the end-users, meanwhile, users can access content with multiple devices and without the limitation of time and place. Here, the researcher focuses on this growing trend of media consumption and a major part of users, Generation Z. According to the generation perspective and Kupperschmidt's (2000) study, Generation Z refers to the people who were born in the mid-1990s through the late 2010s. This research aims to examine the factors that impact Generation Z's diversified adoption of OTT platform, which implies the UTAUT2 model and determines the influence of the platform ecosystem on Generation Z's adoption of OTT platforms.

Therefore, firstly according to Statista's report (2024), China is one of the countries with the largest number of OTT platforms users in the world, and Feng (2022) stated that overall consumption scale of China's Generation Z will grow, accounting for the main part of media consumers. So, this research concentrates on Gen Z who used or are using OTT platforms, and the location is limited in China.

Also, in terms of <China Urban Prosperity and Vitality 2020 Report> (China Urban Planning and Design Institute, 2020), the Generation Z make up the majority of the population in Beijing, Shanghai, Guangzhou, and Shenzhen, meanwhile the network construction of these four cities is mature, providing excellent technical support for this study, thus this study mainly focused on Generation Z in these four cities.

Meanwhile, based on <2021 Statistical Bulletin of the National Radio and Television Industry> report (State Administration of Radio and Television, 2022), the four Chinese OTT platforms, iQiyi, Youku, Tencent Video, and Mango TV represent a sizable portion of the Chinese OTT platform market, so this study will mainly pay attention to Generation Z who used or are using the four Chinese OTT platforms.

### **1.7 Keywords Definition**

In order to understand this research better, it is crucial to establish a clear concept for the initial terms used in this research. Thus, the following keywords are identified below.

**OTT platform** - OTT platform is the abbreviation for the over-the-top platform. It is defined by the International Telecommunication Union as a service or application that provides media content to end-users through the Internet (Singh, Arora & Kapur, 2022). And it breaks the limitation of time and place to offer media content to consumers over the internet as a distributor and audiences can access it with multiple devices.

**Generation Z** - According to the generation perspective and Kupperschmidt's (2000) study, Generation Z refers to the people who were born in the mid-1990s through the late 2010s.

**Platform ecosystem** – According to Lin's (2004) study, consumers may view new media platforms as complete replacements, complements, partial replacements for, or neither replacements nor complements to traditional media. Cord-cutting and cord-coupling respectively show the substitutability and complementarity relationship between traditional television and OTT platforms (Kim, et al., 2021).

## **1.8 Summary**

This chapter has elucidated the historical context of the current investigation and its academic, methodological, practical, and policy implications. The associated and crucial issues were deliberated in this chapter and in order to tackle these issues, multiple research inquiries were posited as well. This chapter also encompassed the extent of the investigation and the definition of the keywords. The ensuing chapter is poised to examine the relevant literature and theories employed in this present study.

## REFERENCES

- Ahmed, N. (2019). Generation Z's smartphone and social media usage: A survey. *Journalism and mass communication*, 9(3), 101-122.
- Al-Emran, M., Mezhujev, V., & Kamaludin, A. (2019). PLS-SEM in information systems research: a comprehensive methodological reference. In *Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2018 4* (pp. 644-653). Springer International Publishing.
- Ajaegbu, O. O., Akoja, M. I., & Akinsanya, O. T. (2022). Netflix Preference and the Viewership of DSTV among Babcock University Undergraduates. *KIU Journal of Social Sciences*, 8(2), 309-317.
- Alčaković, S. (2019). The Generation Z in Serbia: Ready for the great opening. In *Generations Z in Europe*. Emerald Publishing Limited.
- Amoroso, S., Pattuglia, S., & Khan, I. (2021). Do Millennials share similar perceptions of brand experience? A clusterization based on brand experience and other brand-related constructs: the case of Netflix. *Journal of Marketing Analytics*, 9, 33-43.
- Aranyossy, M. (2022, September). Technology Adoption in the Digital Entertainment Industry during the COVID-19 Pandemic: An Extended UTAUT2 Model for Online Theater Streaming. In *Informatics* (Vol. 9, No. 3, p. 71). MDPI.
- Aromataris, E., Fernandez, R., Godfrey, C. M., Holly, C., Khalil, H., & Tungpunkom, P. (2015). Summarizing systematic reviews: methodological development, conduct and reporting of an umbrella review approach. *JBIM Evidence Implementation*, 13(3), 132-140.
- Attuquayefio, S., & Addo, H. (2014). Using the UTAUT model to analyze students' ICT adoption. *International Journal of Education and Development using ICT*, 10(3).
- Babbie, E. (2014). *The practice of social research* (14th ed.). CENGAGE Learning Custom Publishing.
- Banerjee, A., Alleman, J., & Rappoport, P. (2013). Video-viewing behavior in the era of connected devices. *Communications & Strategies*, (92), 19-42.
- Bantz, C. R. (1982). Exploring uses and gratifications: A comparison of reported uses of television and reported uses of favorite program type. *Communication research*, 9(3), 352-379.
- Bassiouni, D. H., & Hackley, C. (2014). 'Generation Z' children's adaptation to digital consumer culture: A critical literature review. *Journal of Customer Behaviour*, 13(2), 113-133.

- Basuki, R., Tarigan, Z., Siagian, H., Limanta, L., Setiawan, D., & Mochtar, J. (2022). The effects of perceived ease of use, usefulness, enjoyment and intention to use online platforms on behavioral intention in online movie watching during the pandemic era. *International Journal of Data and Network Science*, 6(1), 253-262.
- Becker, J. M., Cheah, J. H., Gholamzade, R., Ringle, C. M., & Sarstedt, M. (2023). PLS-SEM's most wanted guidance. *International Journal of Contemporary Hospitality Management*, 35(1), 321-346.
- Bentley, F., Silverman, M., & Bica, M. (2019, June). Exploring online video watching behaviors. In *Proceedings of the 2019 ACM International Conference on Interactive Experiences for TV and Online Video* (pp. 108-117).
- Bhatt, K. (2022). Adoption of online streaming services: moderating role of personality traits. *International Journal of Retail & Distribution Management*, 50(4), 437-457.
- Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2022). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. *Journal of Science and Technology Policy Management*, 13(3), 652-682.
- Bhetwal, D., & Scaria, F. Study on consumer behaviour and factors affecting adoption of OTT streaming platforms.
- Bhullar, A., & Chaudhary, R. (2020). Key factors influencing users' adoption towards OTT media platform: an empirical analysis. *International Journal of Advanced Science and Technology*, 29(11s), 942-956.
- Bilbil, E. T. (2018). Methodology for the regulation of Over-the-top (OTT) Services: The need of a multi-dimensional perspective. *International Journal of Economics and Financial Issues*, 8(1), 101.
- Budzinski, O., Gaenssle, S., & Lindstädt-Dreusicke, N. (2021). The battle of YouTube, TV and Netflix: an empirical analysis of competition in audiovisual media markets. *SN Business & Economics*, 1(9), 116.
- Camilleri, M. A., & Falzon, L. (2021). Understanding motivations to use online streaming services: integrating the technology acceptance model (TAM) and the uses and gratifications theory (UGT). *Spanish Journal of Marketing-ESIC*, 25(2), 217-238.
- Cha, J., & Chan-Olmsted, S. M. (2012). Substitutability between online video platforms and television. *Journalism & Mass Communication Quarterly*, 89(2), 261-278.
- Cha, J. (2013). Predictors of television and online video platform use: A coexistence model of old and new video platforms. *Telematics and Informatics*, 30(4), 296-310.

- Chakraborty, D., Siddiqui, M., Siddiqui, A., Paul, J., Dash, G., & Dal Mas, F. (2023). Watching is valuable: Consumer views–Content consumption on OTT platforms. *Journal of Retailing and Consumer Services*, 70, 103148.
- Chan-Olmsted, S., Wang, R., & Hwang, K. H. (2022). Millennials' Adoption of Radio Station Apps: The Roles of Functionality, Technology, Media, and Brand Factors. *Journalism & mass communication quarterly*, 99(1), 262-288.
- Chatterjee, M., & Pal, S. (2020). Globalization propelled technology often ends up in its microlocalization: Cinema viewing in the time of OTT. *Global Media Journal: Indian Edition*, 12(1).
- Chen, C. C. (2013). The exploration on network behaviors by using the models of Theory of planned behaviors (TPB), Technology acceptance model (TAM) and C-TAM-TPB. *African Journal of business management*, 7(30), 2976.
- Chen, C. M. (2019). Evaluating the efficiency change and productivity progress of the top global telecom operators since OTT's prevalence. *Telecommunications Policy*, 43(7), 101805.
- Chen, Y. N. K. (2019). Competitions between OTT TV platforms and traditional television in Taiwan: A Niche analysis. *Telecommunications Policy*, 43(9), 101793.
- Chicco, D., Warrens, M. J., & Jurman, G. (2021). The coefficient of determination R-squared is more informative than SMAPE, MAE, MAPE, MSE and RMSE in regression analysis evaluation. *PeerJ Computer Science*, 7, e623.
- China Statistics, (2020). 7th National Population Census of China. from <http://www.stats.gov.cn/tjsj/pcsj/rkpc/d7c/202111/P020211126523667366751.pdf>.
- Chin, W. W. (2009). How to write up and report PLS analyses. In *Handbook of partial least squares: Concepts, methods and applications* (pp. 655-690). Berlin, Heidelberg: Springer Berlin Heidelberg.
- Cilliers, E. J. (2017). The challenge of teaching generation Z. *PEOPLE: International Journal of Social Sciences*, 3(1), 188-198.
- CNNIC, (2022). 50th Statistical Report on Internet Development in China. from <https://cnnic.cn/n4/2022/0916/c38-10594.html>.
- Cohen, B. H. (2016). *Cutting the Cord: Where Are All the Generation Y Viewers Going?* (Doctoral dissertation, Drexel University).
- Cohen, J. (1988). Statistical power analysis for the behavioral sciences. *Hillsdale (NJ): Lawrence Erlbaum Associates*, 18, 74.
- Coltman, T., Devinney, T. M., Midgley, D. F., & Venaik, S. (2008). Formative versus reflective measurement models: Two applications of formative measurement. *Journal of Business Research*, 61(12), 1250-1262.

- Cook, C., Heath, F., & Thompson, R. L. (2000). A meta-analysis of response rates in web-or internet-based surveys. *Educational and psychological measurement*, 60(6), 821-836.
- Crawford, J. E. (2016). Cutting the cord—A marketing case: An examination of changing TV Viewership. *Atlantic Marketing Journal*, 5(2), 11.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: qualitative, quantitative, and mixed methods approaches*. Fifth edition. Los Angeles, SAGE.
- Csobanka, Z. E. (2016). The Z generation. *Acta Educationis Generalis*, 6(2), 63-76.
- Damratoski, K. J., Field, A. R., Mizell, K. N., & Budden, M. C. (2011). An investigation into alternative television viewership habits of college students. *Journal of Applied Business Research (JABR)*, 27(1).
- Dasgupta, D., & Grover, D. (2019). Understanding adoption factors of over-the-top video services among millennial consumers. *International Journal of Computer Engineering and Technology*, 10(1).
- Davis, F. D., & Venkatesh, V. (1996). A critical assessment of potential measurement biases in the technology acceptance model: three experiments. *International journal of human-computer studies*, 45(1), 19-45.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.
- Deka, P. K. (2023). Study on Behavioral Intention and Actual Usage of OTT video streaming platforms in North-East India. *Journal of Management in Practice (Online Only)*, 8(1).
- Devasagayam, R. (2014, March). Media bingeing: A qualitative study of psychological influences. In *Once Retro Now Novel Again: 2014 Annual Spring Conference Proceedings of the Marketing Management Association* (pp. 40-44). Chicago, IL, USA: MMA.
- D'heer, E., & Courtois, C. (2016). The changing dynamics of television consumption in the multimedia living room. *Convergence*, 22(1), 3-17.
- Dhiman, N., Arora, N., Dogra, N., & Gupta, A. (2020). Consumer adoption of smartphone fitness apps: an extended UTAUT2 perspective. *Journal of Indian Business Research*, 12(3), 363-388.
- Dijkstra, T. K., & Henseler, J. (2015). Consistent partial least squares path modeling. *MIS quarterly*, 39(2), 297-316.
- Dimmick, J., Chen, Y., & Li, Z. (2004). Competition between the Internet and traditional news media: The gratification-opportunities niche dimension. *The journal of media economics*, 17(1), 19-33.

- Dimmick, J., Kline, S., & Stafford, L. (2000). The gratification niches of personal e-mail and the telephone: Competition, displacement, and complementarity. *Communication research*, 27(2), 227-248.
- Dimmick, J. W. (2002). *Media competition and coexistence: The theory of the niche*. Routledge.
- Dimock, M. (2019). Defining generations: Where Millennials end and Generation Z begins. *Pew Research Center*, 17(1), 1-7.
- Djafarova, E., & Fouts, S. (2022). Exploring ethical consumption of generation Z: Theory of planned behaviour. *Young Consumers*.
- Dolot, A. (2018). The characteristics of Generation Z. *E-mentor*, 74(2), 44-50.
- Dunas, D. V., & Vartanov, S. A. (2020). Emerging digital media culture in Russia: modeling the media consumption of Generation Z. *Journal of Multicultural Discourses*, 15(2), 186-203.
- Dutta-Bergman, M. J. (2004a). Interpersonal communication after 9/11 via telephone and internet: A theory of channel complementarity. *New media & society*, 6(5), 659-673.
- Dutta-Bergman, M. J. (2004b). Complementarity in consumption of news types across traditional and new media. *Journal of broadcasting & electronic media*, 48(1), 41-60.
- Dutta-Bergman, M. J. (2006). Community participation and Internet use after September 11: Complementarity in channel consumption. *Journal of computer-mediated communication*, 11(2), 469-484.
- Dutta, R., Gupta, S., & Das, M. K. (2012). Efficient statistical clustering techniques for optimizing cluster size in wireless sensor network. *Procedia engineering*, 38, 1501-1507.
- Dwivedi, Y. K., Shareef, M. A., Simintiras, A. C., Lal, B., & Weerakkody, V. (2016). A generalised adoption model for services: A cross-country comparison of mobile health (m-health). *Government Information Quarterly*, 33(1), 174-187.
- Elsafty, A., & Boghdady, A. (2022). The Cognitive Determinants Influencing Consumer Purchase-Intention Towards Subscription Video on Demand (SVoD): Case of Egypt. *International Journal of Marketing Studies*, 14(1), 1-95.
- Etayo, C., Bayo-Moriones, A., & Sánchez-Tabernero, A. (2023). The Growth of the offer and the Perceptions of Television Content Quality. *Journal of Media Business Studies*, 20(1), 1-26.
- Evans, E., McDonald, P., Bae, J., Ray, S., & Santos, E. (2016). Universal ideals in local realities: Online viewing in South Korea, Brazil and India. *Convergence*, 22(4), 408-425.

- Evens, T., Henderickx, A., & De Marez, L. (2021). Generation stream: The audiovisual repertoire of teenagers. *Journal of Broadcasting & Electronic Media*, 65(2), 185-204.
- Evens, T., Henderickx, A., & Conradie, P. (2023). Technological affordances of video streaming platforms: Why people prefer video streaming platforms over television. *European Journal of Communication*, 02673231231155731.
- Fang, Shizhong. (2022, November 1). *Generation Z and Urban Cultural Rejuvenation Strategy*. Shanghai Municipal Bureau of Culture and Tourism. <https://whlyj.sh.gov.cn/wlyw/20221101/a6aedd0f70024931abfaec1a18f81342.html>
- Federal Communications Commission, 2015. Definition of OTT. Retrieved 23 August 2020, from <https://www.fcc.gov/about/overview>.
- Feng, C. G., Lau, T. Y., Atkin, D. J., & Lin, C. A. (2009). Exploring the evolution of digital television in China: An interplay between economic and political interests. *Telematics and Informatics*, 26(4), 333-342.
- Ferrario, A., Loi, M., & Viganò, E. (2020). In AI we trust incrementally: A multi-layer model of trust to analyze human-artificial intelligence interactions. *Philosophy & Technology*, 33, 523-539.
- Fiske, A. P. (2014). Complementarity theory: Why human social capacities evolved to require cultural complements. In *Personality and Social Psychology Review* (pp. 76-94). Psychology Press.
- Flavián, C., & Gurrea, R. (2007). Perceived substitutability between digital and physical channels: the case of newspapers. *Online Information Review*, 31(6), 793-813.
- Flayelle, M., Maurage, P., & Billieux, J. (2017). Toward a qualitative understanding of binge-watching behaviors: A focus group approach. *Journal of behavioral addictions*, 6(4), 457-471.
- Flecha-Ortiz, J. A., Feliberty-Lugo, V., Santos-Corrada, M., Lopez, E., & Dones, V. (2023). Hedonic and Utilitarian Gratifications to the Use of TikTok by Generation Z and the Parasocial Relationships with Influencers as a Mediating Force to Purchase Intention. *Journal of Interactive Advertising*, 1-14.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.
- Fromm, J., & Read, A. (2018). Marketing to Gen Z: The rules for reaching this vast--and very different--generation of influencers. Amacom.
- Fudurić, M., Malthouse, E. C., & Lee, M. H. (2020). Understanding the drivers of cable TV cord shaving with big data. *Journal of Media Business Studies*, 17(2), 172-189.

- Fudurić, M., Malthouse, E. C., & Viswanathan, V. (2017). Keep it, shave it, cut it: A closer look into consumers' video viewing behavior. *Business Horizons*, 61(1), 85-93.
- Fung, A. Y. (2019). Fandomization of online video or television in China. *Media, Culture & Society*, 41(7), 995-1010.
- Ganjoo, A. (2016). The Future of Content Consumption: Navigating the OTT Landscape. Retrieved April 29, 2021, from <https://www.hcltech.com/blogs/future-content-consumption-navigating-ott-landscape>.
- Gellner, E. (1987). *Relativism and the social sciences*. Cambridge University Press.
- Gentina, E. (2020). Generation Z in Asia: a research agenda. *The New Generation Z in Asia: Dynamics, Differences, Digitalisation*.
- Gentilviso, C., & Aikat, D. (2019). Embracing the visual, verbal, and viral media: How post-millennial consumption habits are reshaping the news. In *Mediated Millennials*. Emerald Publishing Limited.
- Ghalawat, S., Yadav, E., Kumar, M., Kumari, N., Goyal, M., Girdhar, A., & Agarwal, S. (2021). Factors influencing consumer's choice of streaming over the top (OTT) platforms. *Indian Journal of Extension Education*, 57(3), 99-101.
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, interpreting, and reporting Cronbach's alpha reliability coefficient for Likert-type scales. Midwest research-to-Practice Conference in Adult, Continuing, and community education.
- Glynn, C. J., & Huge, M. E. (2014). Applying channel complementarity theory to new and traditional economic media usage patterns of US investors. *Computers in Human Behavior*, 38, 93-99.
- Gomez, K., Mawhinney, T., & Betts, K. (2019). Welcome to Gen Z.
- Greer, C. F., & Ferguson, D. A. (2015). Tablet computers and traditional television (TV) viewing: Is the iPad replacing TV?. *Convergence*, 21(2), 244-256.
- Guo, M. (2022). The Impacts of Service Quality, Perceived Value, and Social Influences on Video Streaming Service Subscription. *International Journal on Media Management*, 24(2), 65-86.
- Gupta, A., Verma, M. S., Toteja, R., & Narang, D. (2018). Exploratory Analysis of Factors Influencing User's Adoption towards OTT Industry. *International Journal of Science, Engineering and Management (IJSEM)*, 6(56), 5.
- Gupta, G., & Singharia, K. (2021). Consumption of OTT media streaming in COVID-19 lockdown: Insights from PLS analysis. *Vision*, 25(1), 36-46.

- Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms. *Journal of Mathematics*, 2022.
- Hall, B. H., & Khan, B. (2003). Adoption of new technology.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2014a). Pearson new international edition. *Multivariate data analysis*, Seventh Edition. Pearson Education Limited Harlow, Essex.
- Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014b). *A primer on partial least squares structural equation modeling (PLS-SEM)*. SAGE Publications.
- Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017a). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.
- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017b). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial management & data systems*.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., ... & Ray, S. (2021). Evaluation of reflective measurement models. *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*, 75-90.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
- Harkiolakis, N. (2017). *Quantitative Research Methods: From Theory To Publication* (1st ed.). CreateSpace Independent Publishing Platform.
- Haryoto, K. S. (2015). The use of modified theory of acceptance and use of technology 2 to predict prospective users' intention in adopting TV Streaming.
- Hassan S. A & Ruziah Ghazali, (2012). *Quick tips fast track. Conducting qua. research*. Selangor: Publisher Quantitative Research.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43, 115-135.
- Hossain, M. A., Kim, M., & Jahan, N. (2019). Can "liking" behavior lead to usage intention on Facebook? Uses and gratification theory perspective. *Sustainability*, 11(4), 1166.

- Indrawati, H. and Sri, K. (2015). The use of modified theory of acceptance and use of technology 2 to predict prospective users' intention in adopting TV streaming. In *2015 5th International Conference on Computing and Informatics (ICOI)*.
- Israel, G. D. (1992). Determining Sample Size. The Level Of Precision. *Biometrics*, 42.
- iQiyi. (2022). iQIYI Enters into Content Licensing Cooperation with Douyin.
- iQiyi. (2023). iQIYI Announces Third Quarter 2023 Financial Results.
- Jain, M. (2021). The Rise of OTT Platform: Changing Consumer Preferences. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 7(6), 257-261.
- Jambulingam, M., Francis, J., & Dorasamy, M. (2018, October). What is generation Zs' preferred social media network?. In *2018 Fourth International Conference on Advances in Computing, Communication & Automation (ICACCA)* (pp. 1-4). IEEE.
- Jang, S., & Park, M. (2016). Do new media substitute for old media?: A panel analysis of daily media use. *Journal of Media Economics*, 29(2), 73-91.
- Jung, J., & Melguizo, Á. (2022). Is your netflix a substitute for your telefunken? Evidence on the dynamics of traditional pay TV and OTT in Latin America. *Telecommunications Policy*, 102397.
- Kamble, A., Desai, S., & Mehendale, S. (2021). WHAT MAKES THEM SNAP? GRATIFICATIONS OF USING SNAPCHAT BY GENERATION Z. *Asian Academy of Management Journal*, 26(1).
- Karuza Podgorelec, V. (2020). Why binge-Watching? the prominent motives and analysis of the motivating hedonic and eudaimonic elements of emotional gratification in a binge-Watching experience. *Medijske studije*, 11(21), 3-23.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The public opinion quarterly*, 37(4), 509-523.
- Khatri, T. (2021). Understanding adoption factors of subscription-based entertainment services among consumers in India. *Information Technology in Industry*, 9(1), 795-809.
- Kim, H., Chan-Olmsted, S. M., Hwang, K. H., & Chang, B. H. (2021). Examining the use, perception, and motivation of cord-cutting: A consumer segment approach. *Journalism & Mass Communication Quarterly*, 98(1), 126-147.
- Kim, J., Kim, S., & Nam, C. (2016). Competitive dynamics in the Korean video platform market: Traditional pay TV platforms vs. OTT platforms. *Telematics and Informatics*, 33(2), 711-721.

- Kim, M. J., Lee, H., & Kwak, J. (2020). The changing patterns of China's international standardization in ICT under techno-nationalism: A reflection through 5G standardization. *International Journal of Information Management*, 54, 102145.
- Kim, M. S., Kim, E., Hwang, S., Kim, J., & Kim, S. (2017). Willingness to pay for over-the-top services in China and Korea. *Telecommunications Policy*, 41(3), 197-207.
- Kim, S., Baek, H., & Kim, D. H. (2021). OTT and live streaming services: Past, present, and future. *Telecommunications Policy*, 45(9), 102244.
- Kim, Y. J., & Kim, B. Y. (2020). The purchase motivations and continuous use intention of online subscription services. *International Journal of Management*, 11(11).
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information systems journal*, 28(1), 227-261.
- Konstantinou, I., & Jones, K. (2022). Investigating Gen Z attitudes to charitable giving and donation behaviour: Social media, peers and authenticity. *Journal of Philanthropy and Marketing*, 27(3), e1764.
- Koul, S., Ambekar, S. S., & Hudnurkar, M. (2021). Determination and ranking of factors that are important in selecting an over-the-top video platform service among millennial consumers. *International Journal of Innovation Science*, 13(1), 53-66.
- Kumar, P., & Mathew, A. O. EXAMINING CUSTOMER SATISFACTION AND BRAND LOYALTY OF GENERATION Z CUSTOMERS IN OTT MEDIA SERVICES.
- Kupperschmidt, B. R. (2000). Multigeneration employees: Strategies for effective management. *Health Care Manager*, 19(1), 65-76.
- Kwak, K. T., Oh, C. J., & Lee, S. W. (2021). Who uses paid over-the-top services and why? Cross-national comparisons of consumer demographics and values. *Telecommunications Policy*, 45(7), 102168.
- Kwon, Y., Park, J., & Son, J. Y. (2021). Accurately or accidentally? Recommendation agent and search experience in over-the-top (OTT) services. *Internet Research*, 31(2), 562-586.
- Lee, C. C., Lee, L. W., & Lim, H. S. (2019). Factors affecting over-the-top services: an expanded technology acceptance model. *International Journal of Interdisciplinary Research*, 8, 1-20.
- Lee, C. C., Nagpal, P., Ruane, S. G., & Lim, H. S. (2018). Factors affecting online streaming subscriptions. *Communications of the IIMA*, 16(1), 2.

- Lee, S., Lee, S., Joo, H., & Nam, Y. (2021). Examining factors influencing early paid over-the-top video streaming market growth: a cross-country empirical study. *Sustainability*, 13(10), 5702.
- Lee, Y., Kozar, K. A., & Larsen, K. R. (2003). The technology acceptance model: Past, present, and future. *Communications of the Association for information systems*, 12(1), 50.
- Leiner, B. M., Cerf, V. G., Clark, D. D., Kahn, R. E., Kleinrock, L., Lynch, D. C., ... & Wolff, S. (2009). A brief history of the Internet. *ACM SIGCOMM Computer Communication Review*, 39(5), 22-31.
- Leiner, D. J., & Neuendorf, N. L. (2022). Does Streaming TV Change Our Concept of Television?. *Journal of Broadcasting & Electronic Media*, 66(1), 153-175.
- Le, M. T. (2022). Characteristics in the Consumption of OTT Services from the Perspective of Hungarian People between the age of 18 and 25.
- Lim, C. (2021). Examining factors affecting local IPTV users' intention to subscribe to global OTT service through their local IPTV service.
- Lin, C. A. (1999). Online service adoption likelihood. *Journal of Advertising Research*, 39, 79-89.
- Lin, C. A. (2001). Audience attributes, media supplementation, and likely online service adoption. *Mass Communication & Society*, 4(1), 19-38.
- Lin, C. A. (2004). Webcasting adoption: technology fluidity, -user'innovativeness, and media substitution. *Journal of Broadcasting & Electronic Media*, 48(3), 157-178.
- Li, W., Spachos, P., Chignell, M., Leon-Garcia, A., Zucherman, L., & Jiang, J. (2018). A quantitative relationship between application performance metrics and quality of experience for over-the-top video. *Computer Networks*, 142, 194-207.
- Li, Z., & Sun, Y. (2019). OTT Industry Development in China. *Journalism and Mass Communication*, 9(4), 164-175.
- Long, Q., & Tefertiller, A. C. (2020). China's new mania for live streaming: Gender differences in motives and uses of social live streaming services. *International Journal of Human-Computer Interaction*, 36(14), 1314-1324.
- Lopez-Orosco, L. A., Solano-Guevara, V. A., Turriate-Guzman, A. M., & Alarcón-Llontop, L. R. (2023). Analysis of Digital Data Consumption of Video Streaming Platforms During COVID-19. In *Mobile Computing and Sustainable Informatics: Proceedings of ICMCSI 2023* (pp. 23-36). Singapore: Springer Nature Singapore.
- Lüders, M., Sundet, V. S., & Colbjørnsen, T. (2021). Towards streaming as a dominant mode of media use?. *Nordicom review*, 42(1), 35-57.

- Lv, X., Chen, Y., & Guo, W. (2022). Adolescents' Algorithmic Resistance to Short Video APP's Recommendation: The Dual Mediating Role of Resistance Willingness and Resistance Intention. *Frontiers in Psychology*, 13.
- Mabaso, B. G. (2022). A framework for the adoption of digital terrestrial television- the case of Ethekewini municipality (Doctoral dissertation).
- Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and social psychology Bulletin*, 18(1), 3-9.
- Mahendher, S., Sharma, A., Chhibber, P., & Hans, A. (2021). Impact of COVID-19 on digital entertainment industry. *UGC Care Journal*, 44(01), 148-161.
- Malewar, S., & Bajaj, S. (2020). Acceptance of OTT video streaming platforms in India during covid-19: Extending UTAUT2 with content availability. *Journal of Content, Community and Communication*, 12, 89-106.
- Malone, J. B., Nevo, A., Nolan, Z., & Williams, J. W. (2021). Is OTT Video a Substitute for TV? Policy Insights from Cord-Cutting. *The Review of Economics and Statistics*, 1-31.
- Marne, Y. (2021). A dissertation on will Gen-Z preferences in the direction of OTT platforms replace television? (Doctoral dissertation).
- Marshall, G. (2005). The purpose, design and administration of a questionnaire for data collection. *Radiography*, 11(2), 131-136.
- Massad, V. J. (2018). Understanding the cord-cutters: An adoption/self-efficacy approach. *International Journal on Media Management*, 20(3), 216-237.
- Meng, K. S., & Leung, L. (2021). Factors influencing TikTok engagement behaviors in China: An examination of gratifications sought, narcissism, and the Big Five personality traits. *Telecommunications Policy*, 45(7), 102172.
- Menon, D. (2022). Purchase and continuation intentions of over-the-top (OTT) video streaming platform subscriptions: a uses and gratification theory perspective. *Telematics and Informatics Reports*, 5, 100006.
- Merrill Jr, K., & Rubenking, B. (2019). Go long or go often: Influences on binge watching frequency and duration among college students. *Social Sciences*, 8(1), 10.
- Min, Q., Ji, S., & Qu, G. (2008). Mobile commerce user acceptance study in China: a revised UTAUT model. *Tsinghua Science and Technology*, 13(3), 257-264.
- Moreno, Á., Fuentes Lara, C. M., & Navarro, C. (2020). Covid-19 communication management in Spain: Exploring the effect of information-seeking behavior and message reception in public's evaluation.

- Mulla, T. (2022). Assessing the factors influencing the adoption of over-the-top streaming platforms: A literature review from 2007 to 2021. *Telematics and Informatics*, 101797.
- Mulyana, A. (2019). Media and cultural preference: Watching activity on pay television. *International Journal of Communication Research*, 9(1), 53-58.
- Mumtaz, A. M., Ting, H., Ramayah, T., Chuah, F., & Cheah, J. H. (2017). Editorial, 'a review of the methodological misconceptions and guidelines related to the application of structural equation modelling: a Malaysian scenario'. *Journal of applied structural equation modeling*, 1(1), 1-13.
- Nata, C., Antonio, F., & Monika, M. (2022). How viewing experience drives moviegoers on over the top platform: Investigating the patronized intention. *Innovative Marketing*, 18(1), 168-180.
- Nagaraj, S., Singh, S., & Yasa, V. R. (2021). Factors affecting consumers' willingness to subscribe to over-the-top (OTT) video streaming services in India. *Technology in Society*, 65, 101534.
- Netflix. (2017). iQIYI and Netflix Sign Licensing Agreement.
- New York Post. (2020). Generation Z is bigger than millennials — and they're out to change the world.
- Nguyen, A., & Western, M. (2006). The Complementary Relationship between the Internet and Traditional Mass Media: The Case of Online News and Information. *Information Research: An International Electronic Journal*, 11(3), n3.
- NS, P., Mary Francis, M., & Luiz, S. R. (2022). Binge-Watching During the Pandemic: An Empirical Study in India. *Market-Tržište*, 34(2), 161-174.
- Ogidiaka, E., & Ogwueleka, F. N. (2020). Over-The-Top Services (OTT) on telecommunication operators in Nigeria: exploring consumers' behaviour. *International Journal of Information Technology*, 12, 437-446.
- Oh, I., Fei, L., & Rowley, C. (2023). Unintended consequences of knowledge management during the COVID-19 pandemic in 2021: the case of Netflix. *Journal of Knowledge Management*, 27(1), 8-30.
- Ozili, P. K. (2023). The acceptable R-square in empirical modelling for social science research. In *Social research methodology and publishing results: A guide to non-native english speakers* (pp. 134-143). IGI Global.
- Ozkan, M., & Solmaz, B. (2015). Mobile addiction of generation z and its effects on their social lifes:(An application among university students in the 18-23 age group). *Procedia-Social and Behavioral Sciences*, 205, 92-98.
- Oyedele, A., & Simpson, P. M. (2018). Streaming apps: What consumers value. *Journal of Retailing and Consumer Services*, 41, 296-304.

- Panda, S., & Pandey, S. C. (2017). Binge watching and college students: Motivations and outcomes. *Young Consumers*.
- Papacharissi, Z., & Rubin, A. M. (2000). Predictors of Internet use. *Journal of broadcasting & electronic media*, 44(2), 175-196.
- Park, E. A. (2018). Business strategies of Korean TV players in the age of over-the-top (OTT) video service. *International Journal of Communication*, 12, 22.
- Park, K., Kwak, C., Lee, J., & Ahn, J. H. (2018). The effect of platform characteristics on the adoption of smart speakers: Empirical evidence in South Korea. *Telematics and Informatics*, 35(8), 2118-2132.
- Parthasarathy, M., & Bhattacharjee, A. (1998). Understanding post-adoption behavior in the context of online services. *Information systems research*, 9(4), 362-379.
- Parry, E., & Urwin, P. (2011). Generational differences in work values: A review of theory and evidence. *International journal of management reviews*, 13(1), 79-96.
- Pichler, S., Kohli, C., & Granitz, N. (2021). DITTO for Gen Z: A framework for leveraging the uniqueness of the new generation. *Business Horizons*, 64(5), 599-610.
- Pittman, M., & Steiner, E. (2019). Transportation or narrative completion? Attentiveness during binge-watching moderates regret. *Social Sciences*, 8(3), 99.
- Podara, A., Matsiola, M., Kotsakis, R., Maniou, T. A., & Kalliris, G. (2021). Generation Z's screen culture: Understanding younger users' behaviour in the television streaming age—The case of post-crisis Greece. *Critical Studies in Television*, 16(2), 91-109.
- PrakashYadav, G., & Rai, J. (2017). The Generation Z and their social media usage: A review and a research outline. *Global journal of enterprise information system*, 9(2), 110-116.
- Pratama, A., Risanti, C., Suryanto, T. L. M., Parluka, R., & Faroqi, A. (2022, October). Analysis of Factors Affecting Subscription Interest on Netflix Using UTAUT2. In *2022 IEEE 8th Information Technology International Seminar (ITIS)* (pp. 246-251). IEEE.
- Prince, J., & Greenstein, S. (2017). Measuring consumer preferences for video content provision via cord-cutting behavior. *Journal of Economics & Management Strategy*, 26(2), 293-317.
- Pritania, A., & Mulia, D. (2023). Flexibility, Content and Perceived Ease of Use Towards SVOD Subscription Intention Mediated by Perceived Price. *International Journal of Innovative Science and Research Technology*, 8(1), 1198-1196.

- Priya, R., Mondal, D. P., & Paldon, T. (2021). Understanding the intentions of students to use OTT platforms. *International Journal of Innovative Research in Technology*, 8(1), 671-677.
- Puthiyakath, H. H., & Goswami, M. P. (2021). Is over the top video platform the game changer over traditional TV channels in India? A niche analysis. *Asia Pacific Media Educator*, 31(1), 133-150.
- PwC (2020). Pulling the Future forward: The entertainment and Media Industry Reconfigures Amid Recover.
- Quesada, J. A. C. (2023). Audio-visual consumption of Millennials and Generation Z: preference for snackable content. *doxa. comunicación*, 1(36).
- Ramayah, T., Yeap, J. A., Ahmad, N. H., Halim, H. A., & Rahman, S. A. (2017). Testing a confirmatory model of Facebook usage in SmartPLS using consistent PLS. *International Journal of Business and Innovation*, 3(2), 1-14.
- Rashi, P., Bist, A. S., Asmawati, A., Budiarto, M., & Prihastiwi, W. Y. (2021). Influence of post covid change in consumer behaviour of millennials on advertising techniques and practices. *Aptisi Transactions on Technopreneurship (ATT)*, 3(2), 201-208.
- Riou, A. (2022). Over-the-top business models for the sports broadcasting industry: from a direct-to-consumer streaming platform to a direct-to-consumer ecosystem-a business model optimization (Doctoral dissertation).
- Roberts, J., Yaya, L., & Manolis, C. (2014). The invisible addiction: Cell-phone activities and addiction among male and female college students. *Journal of behavioral addictions*, 3(4), 254-265.
- Rogers, E. M. (1976). New product adoption and diffusion. *Journal of consumer Research*, 2(4), 290-301.
- Rogers, E. M. (2004). A prospective and retrospective look at the diffusion model. *Journal of health communication*, 9(S1), 13-19.
- Rogers Everett, M. (1995). Diffusion of innovations. *New York*, 12.
- Rono, W. K., & Mugeni, G. (2019). An analysis of the effects of over the top Services on Pay Tv services in Kenya. *International Journal of Technology and Systems*, 4(1), 34-46.
- Rubin, A. M. (1981). An examination of television viewing motivations. *Communication research*, 8(2), 141-165.
- Rubin, A. M. (1983). Television uses and gratifications: The interactions of viewing patterns and motivations. *Journal of Broadcasting & Electronic Media*, 27(1), 37-51.

- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass communication & society*, 3(1), 3-37.
- Ruppel, E. K., & Rains, S. A. (2012). Information sources and the health information-seeking process: An application and extension of channel complementarity theory. *Communication Monographs*, 79(3), 385-405.
- Rusk, C. A. (2021). *Everybody Is A Critic: A Guide to the Critical Evaluation of Visual Media for Generation Z*.
- Sadana, M., & Sharma, D. (2021). How over-the-top (OTT) platforms engage young consumers over traditional pay television service? An analysis of changing consumer preferences and gamification. *Young Consumers*.
- Saha, S., & Prasad, S. (2021). Consumption pattern of OTT platforms in India. *International Journal of Modern Agriculture*, 10(2), 641-655.
- Sahin, I. (2006). Detailed review of Rogers' diffusion of innovations theory and educational technology-related studies based on Rogers' theory. *Turkish Online Journal of Educational Technology-TOJET*, 5(2), 14-23.
- Sahu, G., Gaur, L., & Singh, G. (2021). Applying niche and gratification theory approach to examine the users' indulgence towards over-the-top platforms and conventional TV. *Telematics and Informatics*, 65, 101713.
- Saikia, D., & Nirmal, G. (2022). Catalyst Role of Covid 19 Pandemic in Increasing Adoption of Over-the-Top (OTT) Platforms-A Study Conducted amongst Gen Z of Guwahati City, Assam. *International Journal of Engineering and Management Research*, 12(3), 182-186.
- SARFT - State Administration of Radio, Film and TV. (2004). 10th five-year plan of radio, film and TV technology and plan of 2010 prospect.
- Satyanarayana, C., Kale, S., & Thakoor, M. B. (2023). OTT Platform: Pros, Corns, Challenges in India. *Journal of Survey in Fisheries Sciences*, 10(4S), 2867-2878.
- Scherer, C. L. (2010). *Uses and gratifications in college students' media use: A test of media complementarity theory* (Doctoral dissertation, University of Dayton).
- Schrape, J. F. (2016). *Social Media, Mass Media and the'Public Sphere'. Differentiation, Complementarity and Co-Existence*.
- Seemiller, C., & Grace, M. (2016). *Generation Z goes to college*. John Wiley & Sons.
- Setia, M. S. (2016). Methodology series module 3: Cross-sectional studies. *Indian journal of dermatology*, 61(3), 261.
- Shah, S., & Mehta, N. (2022). Over-the-Top (OTT) Streaming Services: Studying Users' Behaviour Through the UTAUT Model. *Management and Labour Studies*, 0258042X221137438.

- Sharma, K., & Lulandala, E. E. (2023). OTT platforms resilience to COVID-19—a study of business strategies and consumer media consumption in India. *International Journal of Organizational Analysis*, 31(1), 63-90.
- Shelton, S., McKaig, N., & Mendez, C. G. (2016). Television Viewership Among Millennials: An Analysis of Millennials Usage and Preferences of On-Demand & Broadcast Television Services.
- Shen, J. (2023, May). Assessing Factors Influencing Consumer Purchase Intention for Over-the-Top (OTT) Video Services in China: A Perceived Value Theory and UTAUT Perspective. In *8th International Conference on Financial Innovation and Economic Development (ICFIED 2023)* (pp. 294-305). Atlantis Press.
- Shim, D., Lee, C., & Oh, I. (2022). Analysis of OTT Users' Watching Behavior for Identifying a Profitable Niche: Latent Class Regression Approach. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(4), 1564-1580.
- Shin, D. H., & Biocca, F. (2017). Explicating user behavior toward multi-screen adoption and diffusion: User experience in the multi-screen media ecology. *Internet Research*, 27(2), 338-361.
- Shin, D., Rasul, A., & Fotiadis, A. (2022). Why am I seeing this? Deconstructing algorithm literacy through the lens of users. *Internet Research*, 32(4), 1214-1234.
- Shin, S., & Park, J. (2021). Factors affecting users' satisfaction and dissatisfaction of OTT services in South Korea. *Telecommunications Policy*, 45(9), 102203.
- Simaku, X. (2022). Netflix and Chill: An Analysis of Turkish Generation Z Viewers on the New Hedonistic Product. *İletişim Kuram ve Araştırma Dergisi*, 2022(58), 170-184.
- Siles, I., Segura-Castillo, A., Solís, R., & Sancho, M. (2020). Folk theories of algorithmic recommendations on Spotify: Enacting data assemblages in the global South. *Big Data & Society*, 7(1), 2053951720923377.
- Singh, N., Arora, S., & Kapur, B. (2022). Trends in over the top (OTT) research: a bibliometric analysis. *VINE Journal of Information and Knowledge Management Systems*, (ahead-of-print).
- Singh, S., Singh, N., Kalinić, Z., & Liébana-Cabanillas, F. J. (2021). Assessing determinants influencing continued use of live streaming services: An extended perceived value theory of streaming addiction. *Expert Systems with Applications*, 168, 114241.
- Snyman, J. H., & Gilliard, D. J. (2019). The streaming television industry: mature or still growing?. *Journal of marketing development and competitiveness*, 13(4), 94-105.

- Sobral, F. A. (2019). Traditional television, millennials and binge-watching-from television viewer to digital user. *International E-Journal of Advances in Social Sciences*, 497-505.
- Song, M. (2021). Over-The-Top (OTT) Platforms' Strategies for Two-Sided Markets in Korea. *International Journal of Internet, Broadcasting and Communication*, 13(4), 55-65.
- Sowbarnika, S., & Jayanthi, M. (2021). Initial viewing motivation sets towards TV and OTT. *International Journal of Management (IJM)*, 12(3), 1189-1196.
- SÖZER, E. G. (2019). Determinants and outcomes of mobile App usage intention of Gen Z: A cross category assessment. *Beykoz Akademi Dergisi*, 7(2), 239-265.
- Spector, P. E. (1984). *Research Designs* (4th ed.). Sage Publications.
- Sridhar, S., & Phadtare, P. (2022). Behavioral shift of generation X towards OTT during Covid'19 in India. *Cardiometry*, (22), 176-184.
- Stafford, T. F., Stafford, M. R., & Schkade, L. L. (2004). Determining uses and gratifications for the Internet. *Decision sciences*, 35(2), 259-288.
- State Network. (January 31, 2019). *China's cable industry development bulletin for the fourth quarter of 2018*. State Network.
- Statista. (2023a). Pay TV worldwide - statistics & facts. <https://www.statista.com/topics/4985/pay-tv-worldwide/#topicOverview>
- Statista. (2023b). Monthly active users of leading online video apps in China as of November 2023. <https://www.statista.com/statistics/910676/china-monthly-active-users-leading-online-video-apps/>
- Statista. (2024). Number of users in the OTT video segment of the media market China from 2019 to 2029. <https://www.statista.com/forecasts/1436091/number-of-users-ott-video-tv-video-market-china>
- Steiner, E., & Xu, K. (2020). Binge-watching motivates change: Uses and gratifications of streaming video viewers challenge traditional TV research. *Convergence*, 26(1), 82-101.
- Stewart, D. W., & Pavlou, P. A. (2002). From consumer response to active consumer: Measuring the effectiveness of interactive media. *Journal of the academy of marketing science*, 30(4), 376-396.
- Sundar SS (2008) The MAIN model: A heuristic approach to understanding technology effects on credibility. In: Metzger MJ and Flanagin AJ (eds) *Digital media, Youth, and Credibility*. Cambridge, MA: MIT Press, 73-100.
- Sundar, S. S., & Limperos, A. M. (2013). Uses and gratifications 2.0: New gratifications for new media. *Journal of Broadcasting & Electronic Media*, 57(4), 504-525.

- Sun, Y., & Xing, J. (2022). The Impact of Social Media Information Sharing on the Green Purchase Intention among Generation Z. *Sustainability*, 14(11), 6879.
- Sung, N., & Kwack, E. (2016). IPTV's videos on demand for television programs, their usage patterns, and inter-channel relationship in Korea. *Telecommunications Policy*, 40(10-11), 1064-1076.
- Suwana, F., Pramiyanti, A., Mayangsari, I., Nuraeni, R., & Firdaus, Y. (2020). Digital Media Use of Gen Z During COVID-19 Pandemic. *Jurnal Sositologi*, 19(3), 327-340.
- Tang, W., & Wei, M. (2023). Streaming media business strategies and audience-centered practices: a comparative study of Netflix and Tencent Video. *Online Media and Global Communication*, (0).
- Tarab, S. (2020). Gen-Z, the Future Workforce: Confrontation of Expectations, Efforts, and Engagement. *Management Practices for Engaging a Diverse Workforce: Tools to Enhance Workplace Culture*, 131.
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International journal of medical education*, 2, 53.
- Teerasombut, A., Lopansri, N., Noda, K., Masathienwon, S., & Rungtrakulchai, R. (2022, May). The Study of Attitude and Perceptions towards Streaming Service Decision in Generation Z in Bangkok. In *2022 7th International Conference on Business and Industrial Research (ICBIR)* (pp. 700-704). IEEE.
- Tefertiller, A. (2018). Media substitution in cable cord-cutting: The adoption of web-streaming television. *Journal of Broadcasting & Electronic Media*, 62(3), 390-407.
- Tefertiller, A., & Sheehan, K. (2019). TV in the streaming age: Motivations, behaviors, and satisfaction of post-network television. *Journal of broadcasting & electronic media*, 63(4), 595-616.
- Tefertiller, A. (2020). Cable cord-cutting and streaming adoption: advertising avoidance and technology acceptance in television innovation. *Telematics and Informatics*, 51, 101416.
- Tefertiller, A. C., & Sheehan, K. B. (2020). Innovativeness, interactivity, and the adoption of streaming television. *Southwestern Mass Communication Journal*, 35(2).
- Tengeh, R. K., & Udoakpan, N. (2021). Over-the-top television services and changes in consumer viewing patterns in South Africa. *Management dynamics in the knowledge economy*, 9(2), 257-277.
- Teo, A. C., Tan, G. W. H., Ooi, K. B., Hew, T. S., & Yew, K. T. (2015). The effects of convenience and speed in m-payment. *Industrial management & data systems*, 115(2), 311-331.

- Thabane, L., Ma, J., Chu, R., Cheng, J., Ismaila, A., Rios, L. P., ... & Goldsmith, C. H. (2010). A tutorial on pilot studies: the what, why and how. *BMC medical research methodology*, 10, 1-10.
- Thangavel, P., Pathak, P., & Chandra, B. (2021). Millennials and Generation Z: A generational cohort analysis of Indian consumers. *Benchmarking: An International Journal*, 28(7), 2157-2177.
- Thapar, R., & Jain, R. (2023, February). Exploratory Analysis of Factors influencing the shift from Traditional Media to Over-The-Top Media. In *ICASDMBW 2022: Proceedings of the International Conference on Application of AI and Statistical Decision Making for the Business World, ICASDMBW 2022, 16-17 December 2022, Rukmini Devi Institute of Advanced Studies, Delhi, India* (p. 131). European Alliance for Innovation.
- Thompson, R. L., Higgins, C. A., & Howell, J. M. (1991). Personal computing: Toward a conceptual model of utilization. *MIS quarterly*, 125-143.
- Tian, Y., & Robinson, J. D. (2008a). Media use and health information seeking: An empirical test of complementarity theory. *Health Communication*, 23(2), 184-190.
- Tian, Y., & Robinson, J. D. (2008b). Incidental health information use and media complementarity: A comparison of senior and non-senior cancer patients. *Patient education and counseling*, 71(3), 340-344.
- Tiwari, M. S., & Rai, S. K. (2020). Perception of Indian youth towards OTT platforms: An analytical study.
- TM, A., Singh, S., Khan, S. J., Ul Akram, M., & Chauhan, C. (2021). Just one more episode: exploring consumer motivations for adoption of streaming services. *Asia Pacific Journal of Information Systems*, 3(1), 17-42.
- Töröcsik, M., Szűcs, K., & Kehl, D. (2014). How generations think: research on generation z. *Acta universitatis Sapientiae, communicatio*, 1(1), 23-45.
- Tsai, L. L. (2022). A deeper understanding of switching intention and the perceptions of non-subscribers. *Information Technology & People*, (ahead-of-print).
- TS, S., & Sumathy, M. (2021). User Perception Towards OTT Video Streaming Platforms in Kerala (With Special Reference to Thrissur). *Analytical Commerce and Economics*, 2(4), 27-32.
- Turner, A.R. (2013). Generation Z: Technology's Potential Impact in Social Interest of Contemporary Youth. A Research Paper Presented to The Faculty of the Adler Graduate School, 1-79.
- Turner, A. (2015). Generation Z: Technology and social interest. *The journal of individual Psychology*, 71(2), 103-113.

- Udoakpan, N., & Tengeh, R. K. (2020). The impact of over-the-top television services on pay-television subscription services in South Africa. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 139.
- Vaagan, R. W., & Wang, Y. (2008). The development of digital television in China and Norway. *Intercultural Communication Studies*, 17(3), 169.
- Valecha, P. O. O. J. A. (2017). Multi-screening behavior of young Indians and its implications for programmers and advertisers. *Media Watch*, 8(1-Special Issue), 75-85.
- Valente, T. W., & Rogers, E. M. (1995). The origins and development of the diffusion of innovations paradigm as an example of scientific growth. *Science communication*, 16(3), 242-273.
- Vallerand, R. J. (1997). Toward a hierarchical model of intrinsic and extrinsic motivation. In *Advances in experimental social psychology* (Vol. 29, pp. 271-360). Academic Press.
- Van Dalen, A. (2023). *Algorithmic Gatekeeping for Professional Communicators: Power, Trust, and Legitimacy* (p. 97). Taylor & Francis.
- van den Nieuwenhuizen, C. C. Subscribe or not? The effect of content on the adoption of a Video on Demand platform.
- Van Teijlingen, E., & Hundley, V. (2001). The importance of pilot studies. *Social research update*, (35), 1-4.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 157-178.
- Vidhya, K., & Govind, M. A. (2022). A study on factors influencing customer's adoption of Over-The-Top (OTT) platform over other conventional platforms.
- Vitezić, V., & Perić, M. (2021). Artificial intelligence acceptance in services: connecting with Generation Z. *The Service Industries Journal*, 41(13-14), 926-946.
- Waghmare, G., & Kopare, A. (2022). Growth of over-the-top (OTT) video services in India. *Growth*, 58(147).
- Walsh, P., & Singh, R. (2021). Determinants of Millennial behaviour towards current and future use of video streaming services. *Young Consumers*.

- Wan, X., Cenamor, J., & Chen, J. (2017). Exploring Performance Determinants of China's Cable Operators and OTT Service Providers in the Era of Digital Convergence—From the Perspective of an Industry Platform. *Sustainability*, 9(12), 2247.
- Wang, H. T. (2020). Discussion of the competitive strategies of telecom operators and over-the-top service providers from the perspective of evolutionary game theory. *Decision analysis*, 17(3), 260-275.
- Wang, J., & Sun, S. (2021). Triple play, OTT TV, and the Chinese logic of “select commercialization”. *Global Media and China*, 6(2), 207-224.
- Wang, X., & Cheng, Z. (2020). Cross-sectional studies: strengths, weaknesses, and recommendations. *Chest*, 158(1), S65-S71.
- Wani, T. A., & Ali, S. W. (2015). Review & Scope in the Study of Adoption of Smartphones in India. *Journal of General Management Research*, 3(2), 101-118.
- Westcott, K., Loucks, J., Littmann, D., Wilson, P., Srivastava, S., & Ciampa, D. (2020). Build it and they will embrace it. Deloitte Insights.
- Wind, J., & Rangaswamy, A. (2001). Customerization: The next revolution in mass customization. *Journal of interactive marketing*, 15(1), 13-32.
- Wong, C. H., Wei-Han Tan, G., Loke, S. P., & Ooi, K. B. (2014). Mobile TV: a new form of entertainment?. *Industrial Management & Data Systems*, 114(7), 1050-1067.
- Wong, K. K. K. (2013). Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS. *Marketing Bulletin*, 24(1), 1-32.
- Wood, S. (2013). Generation Z as consumers: trends and innovation. Institute for Emerging Issues: NC State University, 119(9), 7767-7779.
- Yadav, E., Goyal, M., Ghalawat, S., & Malik, J. S. (2023). A Study on consequences and growth of OTT platform using factor analysis and ANOVA. *Indian Journal of Extension Education*, 59(1), 92-95.
- Yang, L. (2022, January). Analysis of the main reasons for continuous payment of OTT platform users in China. In *2021 International Conference on Social Development and Media Communication (SDMC 2021)* (pp. 1270-1273). Atlantis Press.
- Yang, X. (2021). Research on Film and Television Production Management in the Internet Era. *Insight-Information*, 3(4), 60-64.
- Yilmaz, K. (2013). Comparison of quantitative and qualitative research traditions: Epistemological, theoretical, and methodological differences. *European journal of education*, 48(2), 311-325.

- Yoo, J., Lee, J., & Lee, D. (2020). A verification of motivations for over-the-top binge and short viewing of audio-visual content. *New Review of Hypermedia and Multimedia*, 26(3-4), 93-122.
- Yousaf, A., Mishra, A., Taheri, B., & Kesgin, M. (2021). A cross-country analysis of the determinants of customer recommendation intentions for over-the-top (OTT) platforms. *Information & Management*, 58(8), 103543.
- Yu, Z., Wu, J., Song, X., Fu, W., & Zhai, C. (2022). The Quantitative Research on Behavioral Intention towards 5G Rich Communication Services among University Students. *Systems*, 10(5), 136.
- Zahra, N., Wulandari, N. C., Kairupan, J. H., & Hidayat, Z. (2022). What drives Indonesians Subscribe and Push the Distribution of Disney+ Hotstar?. *Journal of Distribution Science*, 20(6), 21-32.
- Zamanzadeh, V., Ghahramanian, A., Rassouli, M., Abbaszadeh, A., Alavi-Majd, H., & Nikanfar, A. R. (2015). Design and implementation content validity study: development of an instrument for measuring patient-centered communication. *Journal of caring sciences*, 4(2), 165.
- Zhang, L., Qin, Y., & Li, P. (2020). Media complementarity and health information acquisition: a cross-sectional analysis of the 2017 HINTS-China survey. *Journal of Health Communication*, 25(4), 291-300.
- Zhao, E. J. (2017). The bumpy road towards network convergence in China: The case of over-the-top streaming services. *Global Media and China*, 2(1), 28-42.