The Cognitive Determinants Influencing Consumer Purchase-Intention Towards Subscription Video on Demand (SVoD): Case of Egypt

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Abstract

Over the past few decades, there has been a significant change, as smartphones and digital devices paved the way for developing new e-business models to articulate and cultivate further magnitudes such as "shared economy". Video on demand has become one of the most vital shared-economy play-actors. This study aims to provide valuable information to SVoD industry players, marketers, and producers about the Egyptian consumers' motivations, preferences, and willingness to subscribe to video-on-demand services. In this regard, the proposed research model has been developed based on its nature on an existing conceptual framework named UTAUT2 and only one independent variable called Content Piracy tackling the research's problem definition. The present study aims to examine and comprehend such factors; thus, the Unified Theory of Acceptance and Use of Technology (UTAUT2) model was applied to better test and explain the factors impacting the Purchase Intention (PI) to subscribe to video-on-demand services. Subsequently, the factors of Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Price Value (PV), Habit (HB), in addition to Content Piracy (CP) were tested by surveying 133 respondents using SurveyMonkey across multiple online channels. It is noteworthy that this study highlighted a comprehensive comparative analysis of industrial practices originating from multiple subscription video-on-demand platforms and the introduction of "Watchit" shortly after Netflix was promoted as the driving force service provider in the Middle East (Hall & Partners, 2018). According to the findings, All the UTAUT2 constructs mentioned above positively influenced consumers' intention to subscribe to video-on-demand services in Egypt. However, the added variable of content piracy negatively influenced the intention to SVoD platforms in Egypt. As a result of the examination of the obtained data and revealed findings, the market needs and consumer base of video on demand industry could be dramatically increased if industry players consider the factors impacting users' purchase intention, particularly with the most significant impact, namely; Habit, Hedonic Motivation, and Social Influence, which are discussed methodically in this study.

Keywords: e-business model, shared-economy, subscription video-on-demand, content piracy, UTAUT2, Netflix, Watchit

1. Introduction

This research aims to investigate how prepared the Egyptian consumer to subscribe to video-on-demand services in specific, contributing to the high average of the daily viewing time as in Figure 1, implying that there will be a high demand on the SVoD platforms at large. Thus, investigating elements driving consumers' purchase intention towards SVoD in Egypt.
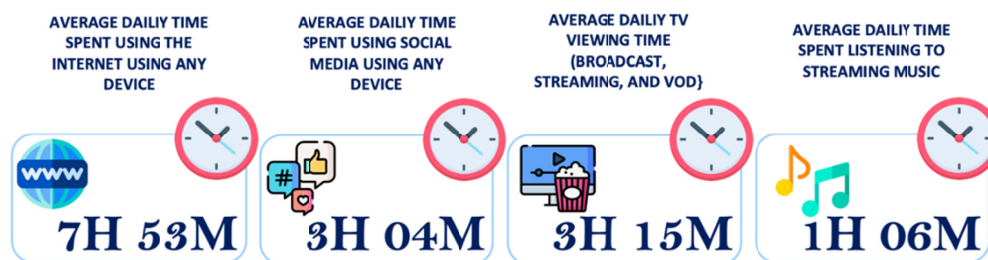
Figure 1. Average daily time spent consuming and interacting with media

Source: Hootsuite, 2019.

Subscription Video on Demand (SVoD) is defined as: "services funded by customer subscription fees, either as a stand-alone service or as part of an offer with a pay-TV and/or internet service" (Media Partners Asia, 2020). Furthermore, it can also be classified as follows:

- *Direct SVoD*: subscriptions where users pay for services directly via credit/debit cards, e-wallets, or telco prepaid/postpaid bills (i.e., Direct Carrier Billing/DCB).

- *Indirect SVoD*: OTT video platforms and telco/pay-TV providers have wholesaling partnerships that contribute to both subscribers and profit.

For instance, when Netflix introduced its monthly membership service in the United States of America in September 1999, subscription video on demand as we currently know it was well established (Clearbridge Mobile, n.d.). Therefore, Netflix started as a movie streaming service in the late 1990s, undercutting the massive Blockbuster Video with a movie service provided.

Media Partners Asia (2020) published research that provided an in-depth examination of the current state and prospects of the telecommunications, online video, as well as pay-TV businesses in the six Gulf Cooperation Council (GCC) countries: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates (UAE). Subsequently, the GCC's media and telecoms industries are at a crossroads in macroeconomics. In contrast, sociopolitical forces continue to impact the economy, posing existential concerns for some sub-sectors and enterprises while also increasing the potential for others to enter new markets. Covid-19 has had such a wide-ranging influence. In contrast, initial projections for economic activity in the Gulf Cooperation Council (GCC) area range from -1.1% to -6.8%. In 2021, the area was predicted to make a comeback, with real GDP growth ranging from 0.6% to 3.1% (Media Partners Asia, 2020).

According to the same report, due to the Covid-19 outbreak economic considerations, both communications and pay-TV markets decreased in 2020, while the media sector (especially free-to-air or satellite broadcasts and pay-TV) predominantly targets upscale Arabic-speaking content audiences. The immigrant populace's size and contribution, along with their participation in domestic demand, are considerable, given that an Asian immigrant community makes up half of the GCC population, which represents 28 million people. In 2020, the Covid-19 outbreak had a negative effect on economic growth and prepaid earnings in this category, as well as a knock-on effect on pay-TV and telecom services (Media Partners Asia, 2020). Furthermore, due to the UAE's commercial monopoly and Saudi Arabia's limited market penetration, the fixed broadband sector has been largely protected from economic turmoil. The number of subscribers to mobile services, particularly prepaid services, has decreased (Media Partners Asia, 2020).

The Direct-to-Home (DTH) sector is expected to grow by approximately 38% by 2020. This trend is expected to grow in the near future, with DTH being the main platform in households with relatively low internet speed or predominantly the elderly population, which is evident in OSN's Yahala in Egypt, DTH services are being repositioned to be affordable prices average income per subscriber (Media Partners Asia, 2020). Consequently, the demise of DTH services has been attributed to pay-TV providers' slower advance of technology with expensive service pricing compared to subscription video on demand and the expansion of bandwidth. Likewise, with the rising accessibility of traditional networks via OTT platforms at far cheaper pricing than pay-TV, pay-TV subscriptions are anticipated to decline further in the near future.

Moreover, the IPTV's number of subscribers has remained stable. However, hard-bundled triple-play services have been the primary driver. Operators would be compelled to re-examine their content expenses with pay-TV plans as telecom revenues and margins have been squeezed.

OTT services continue to grow as existing and new platforms reposition themselves. OSN streaming services and Shahid VIP are two prominent platforms with substantial interest from subscribers before and during the pandemic (Media Partners Asia, 2020). Several factors affect the internet video sector's growth, such as cost-effective price, strategic alliances and partnerships with the telecommunications industry, high investment in producing exclusive originals, and the accessibility of quality local and global content online.

Furthermore, the below graph demonstrates a comparison between the growth of pay-TV subscriptions and the online video subscription over a 10-year observation. This finding illustrates how online video subscriptions have grown dramatically over the years and are expected to surpass them in the coming years.
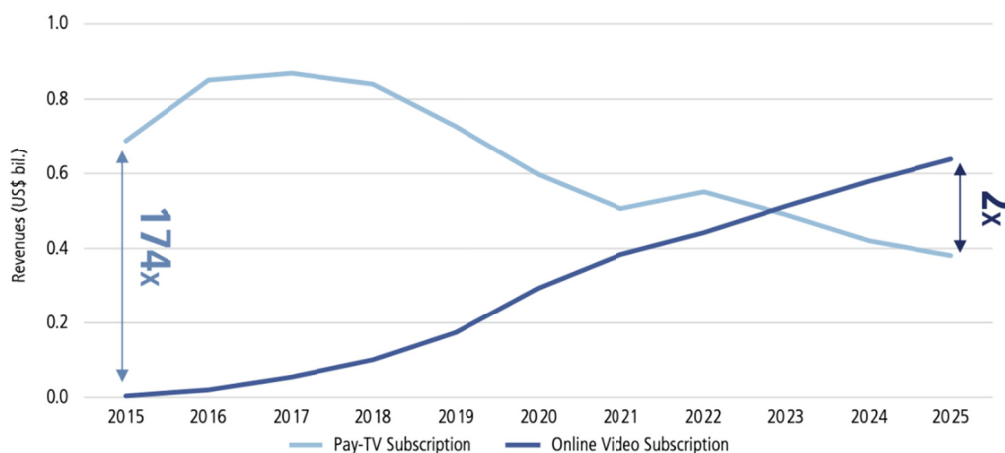

Figure 2. Pay-TV Subscription versus Online Video Subscription

Source: Media Partners Asia, 2020.

However, the current research addresses the following problem statement: "The Cognitive Determinants of Consumers' Purchase-Intention towards Subscription Video-on-Demand (SVoD): Case of Egypt." Correspondingly, Elsafty (2018, 2019, 2020, 2021, 2022) has developed a fully integrated business anatomy model to assist organizations in performing gap analysis, and therefore, developing business development plans to bridge such gaps. The business anatomy model was magnificently applied at several publications and has been used in several research papers to identify a research gap and thus provide a comprehensive analysis compatible with such a business anatomy model. The model has nine main elements, yet, the researchers focused on only four elements out of nine for applicability to this research's phenomena (Elsafty, Elsayed, & Shaaban, 2020; Elsafty, Abadir, & Sharawy, 2020; Elsafty, Elbouseery, & Shaarawy, 2020; Elsafty & Tahon, 2020; Elsafty & Elzeftawy, 2021, 2022; Elsafty & Elshahed, 2021; Elsafty & Osman, 2021; Elsafty & Lydia, 2022; Elsafty & Oraby, 2022; Elsafty & Seddek, 2022).

Accordingly, the research's gaps, as acknowledged, were as follows:

- Researchers have not adequately addressed the geographical gap since they have tended to analyze the MENA region rather than a specific country.

- Egypt's local population in MENA studies has recently been released; nevertheless, a new SVoD platform just launched in 2019 to bring the need for studying Egyptian consumers' purchase intention towards SVoD platforms, especially when this platform offers Arabic content.

- The external environment gap was clearly defined based on a survey conducted by Northwestern University in Qatar, which revealed that 97% of the Middle East's total population access the Arabic content online, free, scattered through multiple illegal channels platforms, and under the threat of content piracy (Northwestern University in Qatar, 2019). Consequently, the researchers were triggered to investigate whether the Egyptian consumer would pay for a premium subscription video-on-demand service that provides a good value for money and is reasonably priced.

1.1 A Review of the Literature

The researchers focused on studies conducted on the consumers' intentions toward the subscription-based

e-business model to highlight the following criteria: original theories, research frameworks, constructs, variables, constraints, countries in which each literature was located, criticism, and evaluation. Hence, a research framework was proposed that best fits the research gap.

1.1.1 Literatures Comparison

Table 1 depicts a comparison of different studies conducted from 2007 to 2020 tackling consumers' purchase intentions toward technology acceptance in different industries as follows:

Table 1. Literatures comparison (2007-2020)

#	Author/Year	Literature's Theme	Theory	Country
1	(Camilleri & Falzon, 2020)	Online Streaming Services	UGT & TAM	Spain
2	(Won & Kim, 2020)	Online Fashion - Sharing Platform	TRA	South Korea
3	(Pastore & Cesareo, 2014)	Music Piracy and Subscription-based Services	TRA	Italy
4	(Ramkumar & Woo, 2018)	Subscription‐based Online Services	TRA	United States of America (USA)
5	(Gomaa & El-Masry, 2016)	Online Travel Community	TAM	Egypt
6	(Mae, 2019)	Subscription Streaming Services	TPB	Japan
7	(Kim & Boyoung Kim, 2020)	Digital Platform-Based Subscription Services	TPB	South Korea
8	(Hall & Fong, 2007)	Individual Health Behavior	TSR	Canada, United States, the United Kingdom, and Australia
9	(AbuShanab & Pearson, 2007)	Internet Banking	UTAUT	Jordan
10	(Nordhoff, et al., 2020)	Using the UTAUT2 model to explain the public acceptance of conditionally automated (L3) cars: A questionnaire study among 9,118 car drivers from eight European countries	UTAUT2	Finland, France, Germany, Italy, Spain, Sweden, Hungary, and the United Kingdom

Correspondingly, the researchers demonstrated that many scholars had measured the consumer intention towards subscription-based business models and technology acceptance in different industries, using different research models which were included but not limited to the following theories: Uses and Gratifications Theory (UGT) (Katz, Blumler, & Gurevitch, 1973); Theory of Reasoned Actions (TRA) (Fishbein & Ajzen, 1975); Technology Acceptance Model (TAM) (Davis, 1989); Theory of Planned Behavior (TPB) (Ajzen, 1991); Theory of Self-Regulation (TSR) (Bagozzi, 1992); Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003); Unified Theory of Acceptance and Use of Technology (UTAUT2) (Venkatesh et al., 2012). Subsequently, the researchers reviewed, evaluated, and criticized the seven theories in order to propose a convenient research framework that best fits the study and add on or integrate if necessary.

1.1.2 Original Theories' Review

The TRA, TPB, and TSR theories address sufficiency issues differently and offer different solutions. Consequently, the ultimate goal of this research is to determine which of the answers is the most significant in the behavioral realm and which hypothesis has the best predictive performance since the behavioral intentions and results are both hampered by internal and external impediments. Leone L. et al. (1999) has conducted a study that compared three research models towards attitude-behavior relationships which are: The Theory of Reasoned Action TRA; (Fishbein & Ajzen, 1975), The Theory of Planned Behaviour TPB; (Schifter & Ajzen, 1985), The Theory of Self-regulation (Bagozzi, 1992). The mentioned research aimed at studying the capability of each model to determine the predictive power of consumers' behavior in the past towards their intention to buy in the present (Leone et al., 1999). The study's target audience was a group of 240 Italian undergraduate students, whereas 90 responses were provided; hence, the analysis showed that the past behaviors were considered a significant indicator of intention and behavior in the TRA research model. Nevertheless, it is scrawnier towards intention in both TPB and TRS (Leone et al., 1999). The standard variables in the three mentioned theories can be grouped as follows: attitudes, subjective norms, perceived behavioral control, and desire.

UTAUT is considered one of the most comprehensive and all-encompassing technology acceptance theories. The theory has successfully integrated eight persuasive acceptance models, including but not limited to UGT, TPB, TAM, TSR, and TRA, as Cowell UTAUT2 stated that, in addition to UTAUT constructs, consumers'

purchase intention is considerably influenced by hedonic motivation, habit, and price value (Venkatesh & Davis, 2000; Venkatesh, Morris, Davis, & Davis, 2003; Venkatesh, Thong, & Xu, 2012; Nordhoff et al., 2020). Consequently, the three added constructs are significant for the purpose of this research in order to measure the influence of habitual use, price value, and hedonic drivers toward subscription video-on-demand services. Moreover, the research gaps revealed that the provided content is always under the threat of content piracy, and thus the researcher aims at studying its influence on consumers' purchase intention to subscribe to video-on-demand services.

The technology acceptance model has focused on the factors affecting consumer's impetuses, such as whether or not that consumer perceives the technology to be useful (Davis, Bagozzi, & Warshaw, 1989; Venkatesh & Davis, 2000; Joo, So, & Kim, 2018). Conversely, TAM has not measured critical intrinsic factors. Consequently, in 2003, Venkatesh et al. extended the technology acceptance theory and developed the Unified Theory of Acceptance and Use of Technology (UTAUT) to include the aforementioned intrinsic factors. As demonstrated in Figure 3, the independent factors, namely performance expectancy, effort expectancy, and subjective norms. On the contrary, some socio-demographic factors such as age, gender, experience, and voluntariness of use moderate the relationship between these intrinsic variables and the behavioral intention (Venkatesh, Morris, Davis, & Davis, 2003). According to Venkatesh et al. (2003), the performance expectancy is "the degree to which an individual believes that using the system will help him or her to attain gains in job performance." while scholars define the effort expectancy as "the degree of ease associated with consumers' use of technology" (Venkatesh et al., 2012). Conclusively, the definition of the facilitating conditions' construct is "the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system" (Venkatesh et al., 2003).
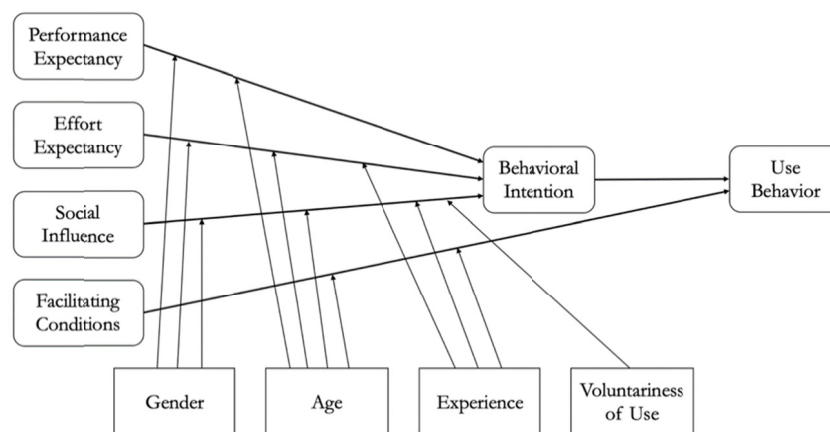

Figure 3. Unified Theory of Acceptance and Use of Technology (UTAUT)

Source: Authors' Elaboration Based On (Venkatesh et al., 2003)

In 2012, the UTAUT theory was extended to UTAUT2 in order to include the hedonic motivations accompanied by price value and habit, while the same constructs, as demonstrated in Figure 4, remained unchanged (Venkatesh et al., 2012). According to the three authors, the primary purpose of updating the theory was that the first UTAUT had been widely criticized because it confronted the factors influencing the behavioral intention from an organizational perspective. In contrast, the extended unified theory approached it from a consumer perception (Venkatesh et al., 2012). Moreover, they portrayed that people pursue intrinsic enjoyments while using technologies and that such enjoyments would influence their behavioral intention, such as mobile phone usage (Nikou & Economides, 2017). The authors illustrated that the hedonic motivations are "the fun or pleasure derived from using a technology," price value is the "consumers" cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them." That habit is "the extent to which an individual believes the behavior to be automatic" (Venkatesh et al., 2012).
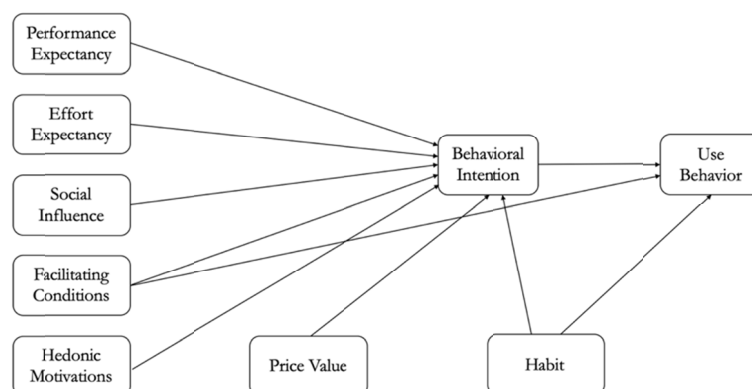
Figure 4. Extended Unified Theory of Acceptance and Use of Technology (UTAUT2)

Source: Authors' Elaboration Based On (Venkatesh et al., 2012)

1.1.3 Relationship Between Theories

Subsequently, the researchers identified the common factors shared by the seven theories to conclude that the UTAUT2 theory covered three significant variables: Price Value, Hedonic Motivation, and Habit. Therefore, this study empathizes with the consumers' behavioral intention toward a premium service that is not free provided for free. Hedonic motivation is vital when the proposed service provides some sort of gratification, and that habit should be measured to determine if the consumer has become connected to the service or not.
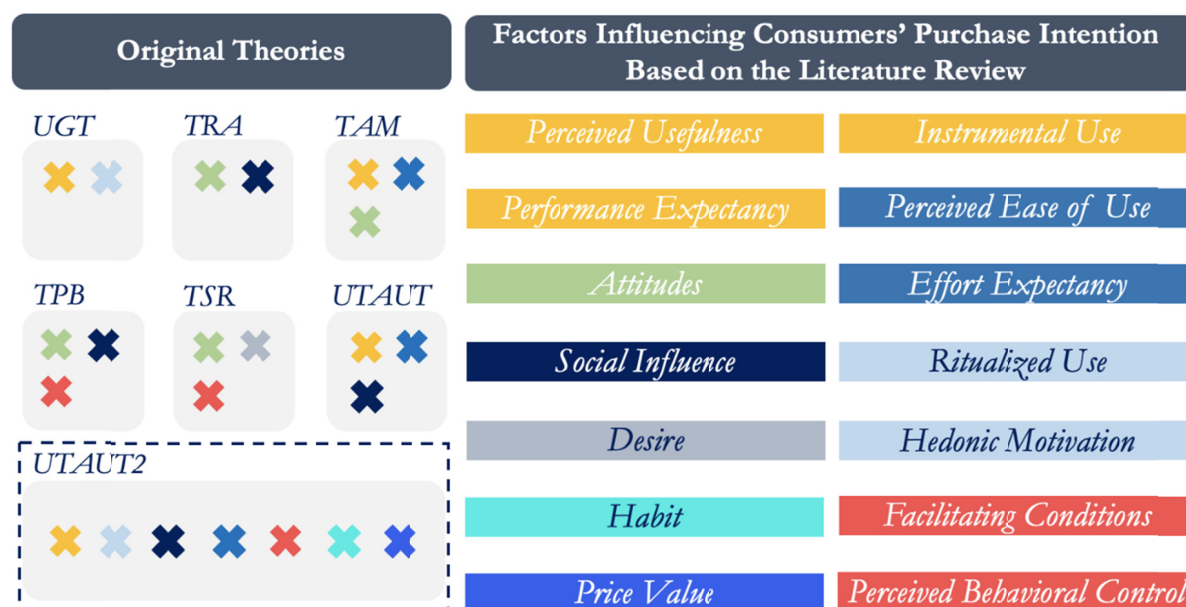

Figure 5. Relationship between theories

Source: The Authors

1.1.4 Previous Studies from Theory to Application

The following table summarizes 37 worldwide cases that tackled similar topics to this research's phenomena, which have been successfully reviewed by the researchers. Subsequently, the literature captured the significance of UTAUT2's constructs extended by content piracy on the consumers' intention to subscribe to digital services in different areas of study around the globe.

Table 2. Worldwide cases

#	Author/Year	Literature's Theme	Area of Study	Significant Construct	Insignificant Construct
1	(Camilleri & Falzon, 2020)	Video on Demand and Digital Music Services	Spain	PE, EE, & HM	-
2	(Kim & Boyoung Kim, 2020)	Innovative Digital Platform-Based Subscription Services	South Korea	PE	-
3	(Ramkumar & Woo, 2018)	Fashion and Beauty Subscription - based Online Services	United States of America (USA)	SI & HM	-
4	(Won & Kim, 2020)	Online Fashion Sharing Platform	South Korea	HM	-
5	(Pastore & Cesareo, 2014)	Subscription-based Music Services (Napster and Spotify in particular)	Italy	HM	CP
6	(Mae, 2019)	Subscription Streaming Music Services	Japan	PV	-
7	(Suyoto et al., 2020)	Acceptance of Online Shopping	Tanzania	EE & PV	-
8	(Shih-Chih , Li, Liu, Yen, & Ruangkanjanases, 2021)	Personal Cloud Services	Taiwan	EE, SI, HM, PV, & HB	-
9	(Pinochet, Nunes, & Herrero, 2019)	Music Streaming Services	Brazil	PE, SI, PV, & HB	HM & EE
10	(Malewar & Bajaj, 2020)	OTT Video Streaming platforms	India	PE, PV, & HB	EE, SI, FC, & HM
11	(Park, 2020)	Online Music Services	South Korea	PE, PV, HM, & HB	EE, FC, & SI
12	(Hossain, 2019)	Social Networking Sites (Such as Facebook)	Bangladesh	HM, SI, & HB	-
13	(Naranjo-Zolotov & Oliveira, 2019)	Electronic Participation	Portugal	PE & FC	EE & SI
14	(Chen, Leon, & Nakayama, 2018)	Music Streaming Services	United States of America (USA)	SI, HM, & PE	-
15	(Yuan, Ma, Kanthawala, & Peng , 2015)	Fitness Applications	United States of America (USA)	PE, HM, PV, & HB	SI, EE, & FC
16	(Oliveira, Thomas, Baptista, & Camposa, 2016)	Mobile Payments	Portugal	PE & SI	EE, FC, HM, & PV
17	(Gupta & Dogra, 2017)	Tourists' Adoption of Mapping Applications	India	PE, SI, PV, & HB	HM, FC, & EE
18	(Tak & Panwar, 2017)	Shopping Mobile Applications	India	PE, SI, PV, HB, HM, FC, & EE	-
19	(Farooq, Salam, Jaafar, & Alain, 2017)	Lecture Capture System (LCS)	Malaysia	PE, SI, PV, HB, HM, FC, & EE	-
20	(Yang, 2013)	Mobile Learning	China	PE, SI, PV, & HM	EE & HB
21	(Alalwan, 2020)	Mobile Food Ordering Applications	Jordan	PE, HB, & HM	FC, EE, SI, & PV
22	(Duarte & Pinho, 2019)	Mobile Health Adoption	Portugal	FC, HB, & PE	EE, PV, HM, & SI
23	(Praveena & Thomas, 2018)	Social Networking Sites	India	PE, EE, & HB	SI, FC, & HM
24	(Kwateng, Atiemo, & Appiah, 2019)	Mobile Banking	Ghana	HB & PV	EE, FC, HM, PE, & SI
25	(Shaw & Sergueeva, 2019)	Mobile Commerce	Canada	HM & PE	SI, FC, HB, & EE
26	(Arenas-Gaitán, Ramírez-Correa, Rondan-Cataluña, & Martín-Velicia , 2019)	Online Games Acceptation in Mobile Devices	Spain	HB, HM, & SI	PE, EE, FC, & PV
27	(Meireles & Campos, 2016)	Digital Piracy	Portugal	CP	-
28	(Joaquim, Popovič, & Santos, 2016)	Subscription Video on Demand Platforms	Slovenia	CP	-
29	(Jaafar , Ramayah , & Teng, 2008)	Software Piracy	Malaysia	CP	-
30	(Pham, Dang, & Nguyen, 2020)	Digital Products	Vietnam	-	CP
31	(Peace, Galletta , & Y.L., 2003)	Software Piracy	Vietnam	CP	-
32	(Cronan & Al-Rafee, 2008)	Digital Data	United States of America (USA)	CP	-
33	(Liao, Lin, & Liu, 2010)	Software Piracy	China	CP	-
34	(Yoon, 2012)	Digital Content	South Korea	CP	-
35	(Hoang & Ha, 2014)	Software Piracy	Vietnam	CP	-
36	(Vida, Koklič, Kukar-Kinney, & Penz, 2012)	Digital Products	Slovakia, Italy, and UK	CP	-
37	(Yubero, Larrañaga, Villora, & Navarro , 2017)	Digital Goods	Spain	-	CP

As mentioned earlier, this research's phenomena are not studied enough by scholars, which is why this study has taken place. As a result, all studies performed in Egypt have focused on different businesses that are similar in terms of technology usage, as shown in Table 3.

Table 3. Local cases

#	Author/Year	Literature's Theme	Area of Study	Significant Construct	Insignificant Construct
1	(Badran, 2019).	EHR Technology Adoption	Egypt	PV, EE, and FC	-
2	(Bendary & Al-Sahouly, 2018)	Mobile Commerce	Egypt	SI and HM	-
3	(Asaad, 2019)	Transportation Network Companies (TNCs)	Egypt	PE, SI, PV, and HB	EE, FC, and HM
4	(Nagy, 2019)	Egyptian Public Broadcasts	Egypt	-	-

1.1.5 Literarure Gap

Following an extensive review of the literature, a significant gap was discovered, which can be stated as follows; in Egypt, video on demand is a relatively new technology that has received little attention from academic scholars and requires further investigation to understand its various dimensions. Consequently, based on the literature evaluation, no studies have investigated the determinants of SVoD purchasing intention in Egypt.
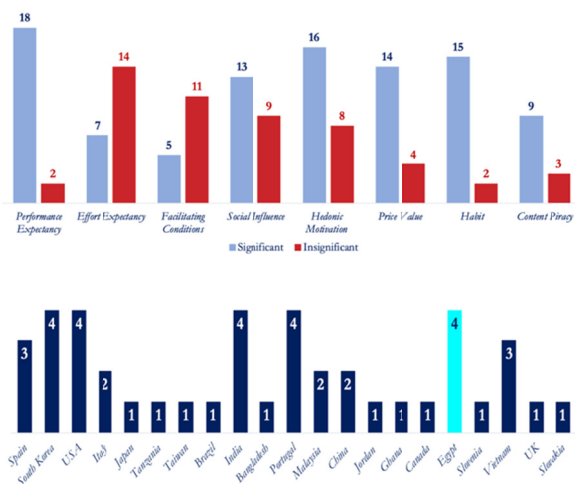

Figure 6. Summary of literature review

Source: The Authors

2. Theoretical Framework

To fill the research's gap, the proposed research model examines consumers' involvement with the subscription video-on-demand platforms as well as the factors influencing their intention to purchase the provided service. Precisely, this study has adopted "The Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) (Venkatesh et al., 2012), with the aim of identifying factors that hypothetically influence Egyptian consumers' purchase intention towards subscription video-on-demand services. Consequently, the effect of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivations, price value, and habits on Egyptian consumers' intention to subscribe to SVoD platforms was investigated. Furthermore, the study has extended the UTAUT2 model specifically for this research context by adding content piracy's relevant construct to examine its effect on behavioral intention.
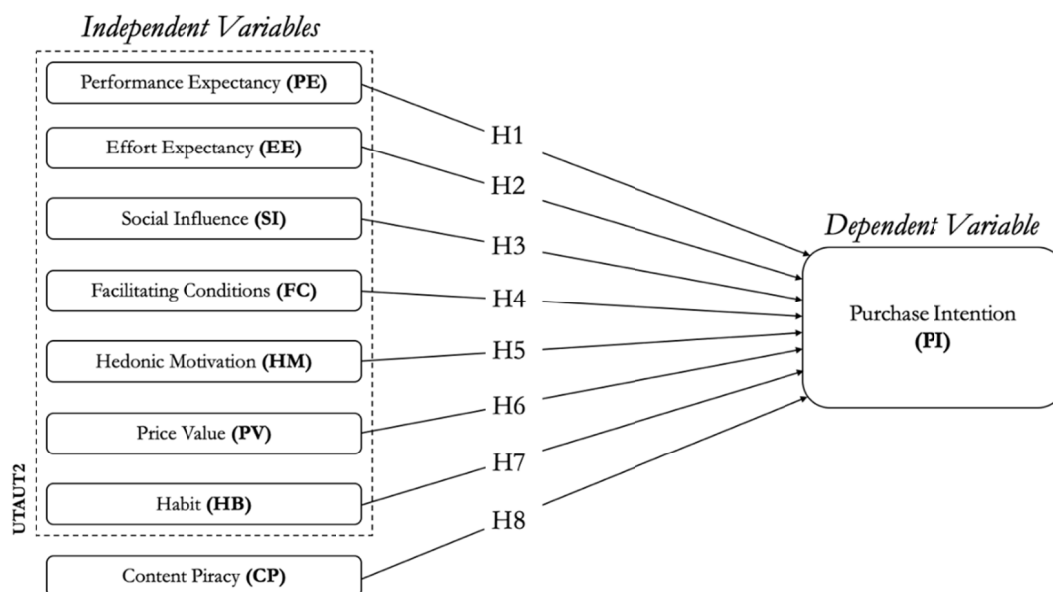
Figure 7. Theoretical framework

Source: The researchers, based on (Venkatesh et al., 2012)

The research logic is deductive reasoning, whereas the researcher will conduct primary research using quantitative analysis to examine the significance of the mentioned independent variables and measure their impact on Egyptian consumers' purchase intention to subscribe to video-on-demand services using an online questionnaire as an instrumental tool. An online questionnaire was utilized to collect data since it is one of the most cost-effective quantitative methods for reaching a significant number of people because of its ease of accessibility (Sekaran, 2003). The questionnaire was designed to represent the research's proposed theoretical framework, which was fundamentally influenced by UTAUT2 theory and its applications in the acceptance as well as the use of technology. The questionnaire was extended by one other construct highlighted during the problem definition, proven in the literature review, and advised by a marketing expert working in a leading subscription video-on-demand company for its importance and relevance.

Consequently, an online questionnaire was used to collect the data due to budget constraints and time limitations. Moreover, to avoid bias, all study constructs were measured using a multi-item Likert scale from 1 to 6; 1 = strongly disagree, 6 = strongly agree) (Taherdoost, 2020). The measurement items for each variable were designed according to previous researchers. The data for the analysis was collected over the course of ten days in May 2021, making it a cross-sectional study.
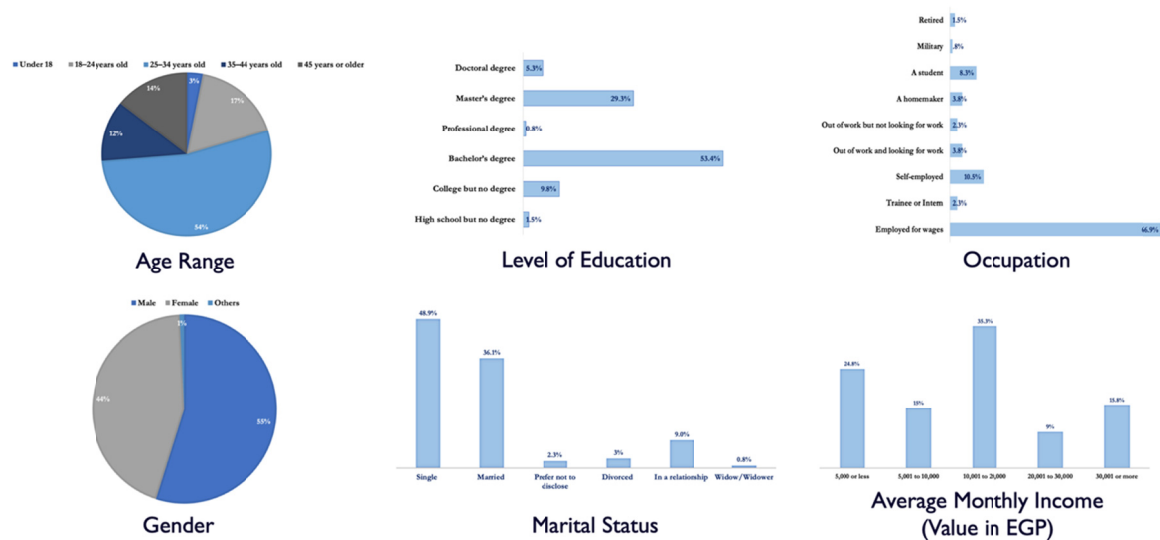
The primary data was gathered via an online questionnaire using a non-probability sampling method known as convenience sampling (Sekaran & Bougie, 2016). The questionnaire consists of 30 questions measuring one dependent variable and seven independent variables and another 17 general questions provided by the author for the descriptive analysis. The research highlights all Egyptian residents in 27 governorates who are under the age of 18 and over the age of 45. According to Worldometer's (2021) elaboration of the most recent United Nations statistics, Egypt's total population is 103,953,098 as of Thursday, May 6, 2021, of which 57.7% of the mentioned population is the internet penetration percentage that demonstrates a number of 48.5 million internet users, based on the results of ICT Access and Use by Households and Individuals Survey for 2019/2020 (Ministry of Communication and Information Technology, 2020). Therefore, using the sample size calculator, the appropriate sample size was determined to be 96 individuals at a 95% confidence level and 10% as a confidence interval which is acceptable to conduct social research and allows for reaching a significant number of individuals (Teddlie & Yu, 2007; Taherdoost, 2020; The Survey System, 2021). The questionnaire was released using Survey Monkey, circulated via multiple distribution channels, namely Facebook, WhatsApp, Instagram, Linkedin, and E-mail, and snowballed through the researcher's network.

Table 4. Quesionnaire mapping

Research Question	Research Hypothesis	Variable Type	Variable Name
MaJQ1: What determinants influence Egyptian consumers' purchase intention to subscribe to video-on-demand services?	Not Available	Dependent	Purchase Intention
MiRQ1: What is the effect of performance expectancy on Egyptian consumers' purchase intention to subscribe to video-on-demand services?	Ha1	Independent	Performance Expectancy
MiRQ2: What is the effect of effort expectancy on Egyptian consumers' purchase intention to subscribe to video-on-demand services?	Ha2	Independent	Effort Expectancy
MiRQ3: What is the effect of social influence on Egyptian consumers' purchase intention to subscribe to video-on-demand services?	Ha3	Independent	Social Influence
MiRQ4: What is the effect of facilitating conditions on Egyptian consumers' purchase intention to subscribe to video-on-demand services?	Ha4	Independent	Facilitating Conditions
MiRQ5: What is the effect of hedonic motivation on Egyptian consumers' purchase intention to subscribe to video-on-demand services?	Ha5	Independent	Hedonic Motivation
MiRQ6: What is the effect of price value on Egyptian consumers' purchase intention to subscribe to video-on-demand services?	Ha6	Independent	Price Value
MiRQ7: What is the effect of habit on Egyptian consumers' purchase intention to subscribe to video-on-demand services?	Ha7	Independent	Habit
MiRQ8: What is the effect of content piracy on Egyptian consumers' purchase intention to subscribe to video-on-demand services?	Ha8	Independent	Content Piracy

3. Data Analysis, Findings, and Discussion

The following figures indicate the descriptive analysis of the primary data as follows.
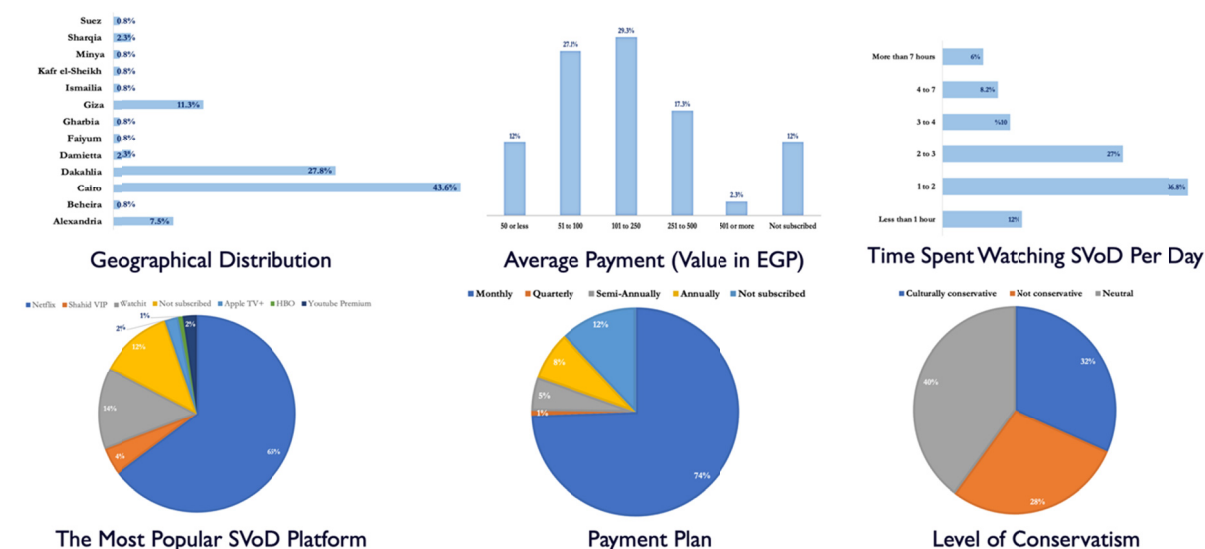
Figure 8. Descriptive analysis of the primary data

Source: Authors' Elaboration based on Analysis

The obtained data in this research are highly reliable (Hinton, McMurray, & Brownlow, 2004; George & Mallery, 2003), as all items were consistent and reliable in representing the variables since their alpha values were over 0.8. The research study used Kolmogorov-Smirnov and Shapiro-Wilk tests to determine if the data were normally distributed or not (Sekaran, 2003). Consequently, as indicated in the below table, the significance is (p < 0.05), indicating that all variables in the sample are not normally distributed. Nonetheless, when the sample size is large, the Kolmogrov-Smirinov or Shapiro-Wilk test becomes more sensitive to just a slight deviation from normality and also presents a significant result (Field, 2009). The central limit theorem states that large samples that exceed 30 or 40 responses are typically distributed notwithstanding the population size (Field, 2009; Ghasemi & Zahediasl, 2012). Subsequently, the current study has concluded that the parameterized testing of the data collected would be legitimate for statistical analyses for both correlation and regression tests.

Constructs	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PE	.122	133	.000	.911	133	.000
EE	.126	133	.000	.930	133	.000
SI	.110	133	.000	.962	133	.001
FC	.150	133	.000	.951	133	.000
HM	.201	133	.000	.892	133	.000
PV	.142	133	.000	.953	133	.000
HB	.092	133	.007	.963	133	.001
CP	.144	133	.000	.950	133	.000
PI	.086	133	.017	.965	133	.002

a. Lilliefors significant Correction

Figure 9. Normality test

In order to test for the relationship between variables, a correlation analysis was performed between the study variables using Pearson's correlation coefficient test. As a reference, the table below demonstrates a guideline on the strength of the mentioned relationship (Cohen, Cohen, West, & Aiken, 2002) stated that the strength of

relationship among variables as follows: "Correlation Cooffcent Value *(r) < 0.1 = Strong*, *(r) = 0.1 to 0.3 = Moderate*, *(r) = 0.3 to 0.5 = Weak*, and *(r) > 0.5 = Very weak*." Accordingly, with Purchase Intention (PI) as the dependent variable, the following independent variables: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Hedonic Motivation (HM), and Habit (HB) have a strong positive relationship with a correlation coefficient [(r) > 0.5]. Moreover, Facilitating Conditions (FC) has a weak positive relationship with correlation coefficient of 0.252 [(r) = 0.3 to 0.5] with Purchase Intention (PI), while Price Value (PV) has a positive moderate relationship with a correlation coefficient of 0.488 [(r) = 0.1 to 0.3] with Purchase Intention (PI). Nevertheless, Content Piracy (CP) has no significant correlation with the dependent variable, given that the Pearson correlation equals 0.011 [*(r) > 0.5*] (Cohen et al., 2003).

Independent Variables	Dependent Variable		Strength of Relationship	Statistical significant
	Purchase Intention (PI)			
	Pearson Correlation	Sig. (2-tailed)		
PE	0.554**	0.000	Strong Positive Relationship	Statistically Significant
EE	0.603**	0.000	Strong Positive Relationship	Statistically Significant
SI	0.532**	0.000	Strong Positive Relationship	Statistically Significant
FC	0.252**	0.000	Weak Positive Relationship	Statistically Significant
HM	0.636**	0.000	Strong Positive Relationship	Statistically Significant
PV	0.488**	0.000	Moderate Positive Relationship	Statistically Significant
HB	0.726**	0.000	Strong Positive Relationship	Statistically Significant
CP	0.011	0.904	No Relationship	Statistically Insignificant
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

Figure 10. Correlation test

Seven of the eight variables in the proposed model were statistically significant, given that the variables with a significance value of less than 0.05 are considered statistically significant. Quite the reverse, factors with a significance value greater than 0.05 are considered statistically insignificant, implying that they have no substantial effect on purchase intention; hence, content piracy is the sole insignificant variable in the proposed model.

Coefficientsa | Statistically Significant Variables						
	Constructs	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Performance Expectancy (PE)	.647	.085	.554	7.608	.000
2	Effort Expectancy (EE)	.828	.096	.603	8.661	.000
3	Social Influence (SI)	.366	.051	.532	7.187	.000
4	Facilitating Conditions (FC)	.501	.168	.252	2.977	.003
5	Hedonic Motivation (HM)	.789	.084	.636	9.421	.000
6	Price Value (PV)	.519	.081	.488	6.407	.000
7	Habit (HB)	.494	.041	.726	12.077	.000
a. Dependent Variable: PI						
Coefficientsa | Statistically Insignificant Variables						
	Constructs	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Content Piracy (CP)	.014	.116	.011	.120	.904
a. Dependent Variable: PI						

Figure 11. Simple linear regression test

The stepwise multiple regression test gave quality to three models, with the third having the highest Adjusted R Square value of 0.626 and the maximum number of predictors. The chosen third model included three variables;

habit, hedonic motivation, and social influence, out of the eight independent variables presented in the research model. In contrast, performance expectancy, effort expectancy, facilitating conditions, and price value were excluded from the model. The results of the ANOVA test demonstrated the model's fit at a significance of ($p < .005$). While Adjusted R Square of 0.626 indicates that this model can explain 62.6 percent of the variance in Egyptian customers' purchase intentions to subscribe to video-on-demand services. This finding implies that the explained variance in purchase intention is greater than the unexplained variation, indicating a more significant association and thus making better predictions (Rosenthal & Rosenthal, 2011).

The variance inflation factor (VIF) for all model three independent variables is less than the recommended limit of 3 to 5, which Hair, Black, Babin and Anderson (2010) recommended. Moreover, the tolerance value for all independent variables is more significant than 0.1, indicating that each independent variable has a high level of variability not explained by other independent variables. As a result, the occurrence of multicollinearity is ruled out in this study.

Regression Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.680	.162		16.517	.000		
	HB	.494	.041	.726	12.077	.000	1.000	1.000
2	(Constant)	.997	.354		2.818	.006		
	HB	.367	.044	.540	8.265	.000	.704	1.420
	HM	.425	.081	.342	5.235	.000	.704	1.420
3	(Constant)	.833	.348		2.393	.018		
	HB	.303	.048	.446	6.289	.000	.564	1.772
	HM	.413	.079	.332	5.233	.000	.703	1.423
	SI	.129	.043	.187	2.978	.003	.717	1.396
a. Dependent Variable: Purchase Intention (PI)								

Figure 12. Stepwise Multiple Regression Test

The findings revealed that the following seven independent variables had a significant impact on consumers' intention to subscribe to video on demand services in Egypt: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Price Value (PV), and Habit (HB). However, the variable of Content Piracy (CP) had no significant effect on consumers' imtentions to subscribe to video-on-demand platforms.
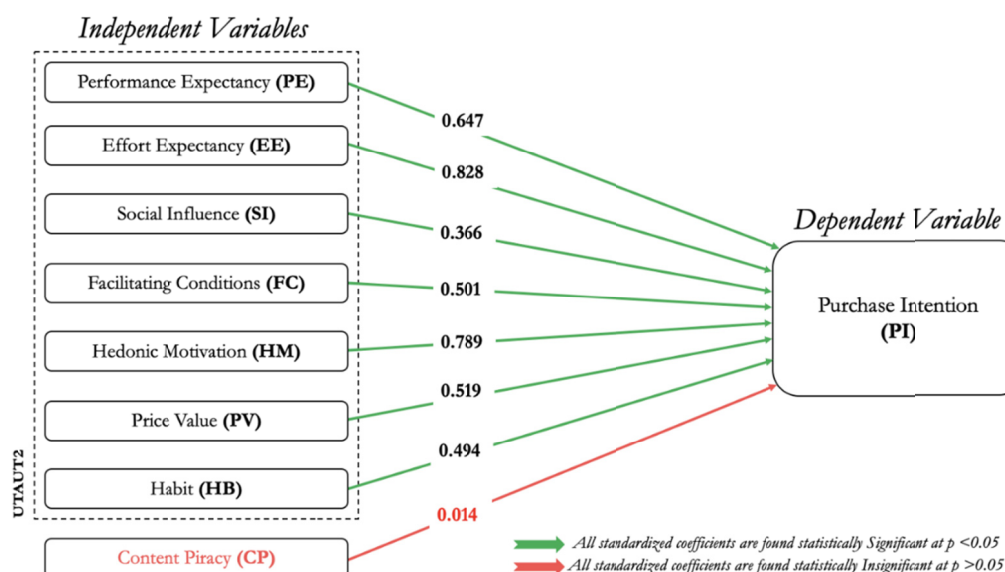

Figure 13. Summary of hypothesis testing

Source: Authors' Elaboration based on Analysis

4. Conclusion

The statistical analysis findings provided valuable insights into the Egyptian consumers' perspective on subscription video-on-demand services. These findings have practical consequences for video industry practitioners, marketers, advertisers, stakeholders, and local and global service providers. Although the intention to commit piracy as a determinant was not significantly associated with consumer purchase intention, the correlation and regression analysis revealed that habit, hedonic motivation, and social influence are the main drivers that influence the Egyptian consumers' intention to subscribe to and use video-on-demand service. The higher a participant evaluated the above cognitive determinants, the more likely they would subscribe to the service provided. Additionally, the responses to the online questionnaire provided deep insights to understand Egyptian customers' underlying sentiments better. The findings have supported the conclusions made by scholars who were initially cited in the literature review. The following table depicts the inferential analysis' conclusions in which the researcher has built the practical implications accordingly.

This study's professional implications for the video-on-demand industry and marketing practitioners will contribute to analyzing the most significant elements for creating, upgrading, and sustaining SVoD services.

As previously stated, habit, social influence, and hedonic motivation determinants should all be considered because they have the most significant impact on the purchase intention of subscription video-on-demand services in Egypt. Also, while developing SVoD services that shall enhance usability, improve accessibility, and provide rich content, programmers and system designers should strive to reinforce customers' habit of continuously receiving value-added throughout frequent updates and solutions. Similarly, system developers must focus on the efficiency of SVoD platforms and their ease of use from consumers' perspectives, thus designing and developing applications that are easy to access and use. Marketers must retain a complimentary service and reputation by resolving issues and responding quickly to both positive and negative comments to assist customers in making better choices.

Furthermore, marketers should offer more bundles to customers, which will result in a greater utilization rate because customers, according to this study, are concerned about the prices of the service provided. Correspondingly, strategic alliances should be made (Forward Integration) with Telecommunication companies to subsidize subscriptions as part of a bundle, and with Devices Manufacturers/Producers such as (TV, Smartphones, Tablets, and Personal Computers) to market the platform on these devices.

It should be noted that competition is increasing, and thus SVoD customers expect to obtain the best possible high value for the least possible amount of money they pay for the subscription. Subsidizing the service costs would help industry players get a larger market share and attain better customer acceptance of SVoD services.

Finally, practitioners can continuously upgrade SVoD services by assessing and evaluating performance expectancy by providing better solutions that allow consumers to access the content quickly and efficiently compared to alternatives such as TV and effort expectancy. This can be achieved through enhancing flexibility to engage with the platforms and constantly matching consumers' preferences social influence via launching campaigns that target influential people who influence consumers to pay for the subscription video-on-demand platforms to get a premium service, which facilitates conditions through providing compatibility with other systems and delivering thorough orientation about the resources and knowledge necessary to use such SVoD services, hedonic motivation through improving the service level in order to make the process of watching via digital devices enjoyable, price value through formulating new prices tactics that offer a good value for money for consumers, and finally habit through reinforcing new offerings to keep watching SVoD platforms as one of consumers' daily life routine.

In conclusion, the study strongly suggests that using the UTAUT2 model is beneficial for practitioners to analyze and better understand the cognitive determinants that directly affect consumers' purchase intention toward subscription video-on-demand platforms. Subsequently, suppose Egypt's video-on-demand industry has changed in the near future. In that case, researchers can build on the results and conduct a comparative analysis to determine whether the determinants' variance is similar or has changed.

5. Future Work

Future studies should target lower socioeconomic groups and non-subscribers, and the questionnaire should be expanded to a larger audience. Various dimensions (i.e., consumer satisfaction, trustworthiness, cyber security, and pricing schemes) might be worth investigating and analyzing. Future research should test (Subscription) as an independent variable and (Intention to Piracy) as a dependent variable in order to investigate the influence of subscription on intention to piracy. Future research should collect data through interviews with service providers,

content producers, and marketers. Future studies should focus on people who lack such essential resources and gauge their willingness to subscribe to video-on-demand services. Future studies should also investigate moderating or mediating variables.

Finally, according to Sekaran and Bougie (2016), this research was conducted ethically in accordance with the ethical code of conduct in each step of the research process, including data collection, interviews, data analysis, reporting, and, most importantly, the usage of the available information on the internet. Furthermore, the study followed The American Psychological Association (APA) guidelines ensuring that all authors' copyrights were properly cited.

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