

ACCEPTANCE OF VIDEO STREAMING SERVICES IN BANGLADESH: AN EMPIRICAL STUDY

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ABSTRACT

Streaming video content, using the internet, has been a booming industry globally, and its reach has extended to the Bangladeshi market as well. Previous studies show that online entertainment media piracy has been a significant thing in the local market, but the same cannot be said about the streaming platform. Thus, in order to get an insight into the usage of such services, the paper will choose to explore the acceptability and adoption of streaming services through the Technology Acceptance Model (TAM). Further, to better understand streaming service use, the current study examines the relationship between all the factors of TAM through Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM).

Keywords: Technology Acceptance Model, Video Streaming Services, Video-On-Demand, VOD, Over The Top, OTT, TAM, TPB, Consumer Behavior

1. INTRODUCTION

As consumers continue to get accustomed to and replace conventional media consumption; such as linear TV (television that is traditionally broadcast and watched in real-time), newspapers, broadcasters, etc.; with digital experiences; such as video streaming services. According to Berman, Battino & Feldman (2011), these conventional media face primarily two problems: a prospective revenue generation challenge and an opportunity for an ever-increasing market of consumers which have allowed their entertainment preferences to shift to new industry entrants. Industry leaders in many media and entertainment (M&E) market segments must find a way to replace declining conventional revenue with something which will offer value of similar nature to the consumers.

Video streaming platform offers users a platform which offers viewers various types of content for recreation. Owing to these incentives, the number of people who use video streaming platforms has rapidly increased. This study aims to look into the acceptance of using video streaming services in Bangladesh. Due to the rapid increase in video streaming service providers, factors influencing acceptance can enhance users' experiences of these services. As such, the constructs users' perceived usefulness, perceived ease of use, attitude towards use and behavioral intentions were used to address the present study. The objective of the research, therefore, is to look into the acceptance and adaptability of video streaming platforms in Bangladesh.

Existing literature have primarily looked into the video streaming acceptance among customers in the developed region, but no work has been done in the Bangladeshi context. Through this research, the researchers are trying to address the gap so that it can provide insights to various international and local video streaming service providers.

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2. LITERATURE REVIEW

2.1 Acceptance of Video Streaming Services

In recent times, it has become quite easy to acquire information over the internet. Video content has become a major part of the information that people are getting via the internet delivered to their device of choice. Generally, there are two ways of getting video content over the internet: downloading and streaming. Downloading methods have been used quite heavily in the past because of a few reasons which seem to be changing with time. Content file size in the past was not large enough as the video quality and technology was not as advanced as the current times. Another issue of concern in case of downloading content is that the movie industry is constantly threatened by internet piracy through illegal downloads (Das, 2008). The advancement of internet technology, especially in terms of speed, is enabling certain parties to make large volumes of video content available for download without the permission of legal owners of the content in only a matter of minutes (Wang and McClung, 2012). The overall creative industry struggles with free copies of content being shared illegally online (Smith & Telang, 2009; Jacobs, Heuvelman, Tan & Peters, 2012). With the widespread availability of high-speed internet and modern technologies making better quality videos, people have been demanding increasingly better resolution and quality, which is making the file size significantly bigger. In addition, piracy detection is improving and many Internet Service Providers (ISPs) or other internet related regulatory agencies are getting increasingly more effective at detecting video content which are in violation of various forms of intellectual property rights. Many individuals/organizations are facing legal backlash for illegal downloading and uploading (Das, 2008 and Ryu & Park, 2018). In case of streaming, by paying a small subscription fee, and in some cases even for free for some selected content in specific platforms, the users are being able to watch licensed/owned content legally without having to struggle with any legal or even moral dilemma. Moreover, downloading videos restricts users to particular types of device which allows for installing and running applications and software necessary for downloading, plus the device needed to be equipped with sufficient storage for saving all the downloaded file. Streaming services is one of the major applications of digital convergence. For both the users of such services and the platform operators, the motto of such convergence has become Any Time, Any Where, Any Device and Any Content (ATAWADAC) (Letaifa, Gratacap & Isckia, 2013). Majority of the streaming platforms offers its customers the option of viewing their content from almost any internet-connected screen, where the users can play, pause and resume watching their preferred video content (Adhikari et al., 2012; Chen, Zhou & Chiu, 2013; Daidj & Egert, 2018; García, Pañeda, García, Melendí, & Vilas, 2007; Oat, 2013).

Due to the reasons discussed, the most logical and viable solution is video streaming. In the case of video streaming, the user is able to play the best quality video, depending on the internet speed, instantaneously as it is received, whereas for downloading, the entire file had to be downloaded before being able to watch it (Bucknall, 2012). This video streaming service is also known as Over-The-Top (OTT) streaming services, as it bypasses the traditional cable-based video delivery services and rather relies fully on the internet for the delivery of the video content (Matrix, 2014). On top of that, the media files are compressed when sharing over the internet and then again it is decompressed by the player or interface being used to watch the video, thereby saving a lot of waiting time. Additionally, the servers are constantly connected to the user via the service, enabling the user to go forward or backward in the timeline of the video which is a major step forward compared to the traditional broadcast media, such as cable TV (Ho & Yang, 2015).

The popularity of video streaming services has gained immense momentum. Mobile TV, which was considered to be the prevalent technology before the current on-demand video streaming services, was regarded as the next big thing for the wireless industry (Jung, Perez-Mira & Wiley-Patton, 2009; Shim, Ahn, & Shim, 2006). In

quite a few major markets, such as Canada, the UK, Australia, New Zealand, and parts of Western Europe, video streaming services have transformed into mainstream media services in direct competition with cable TV. The platforms offering modern-day video streaming services, such as Netflix, Amazon Prime, Hulu, etc., offer an interactive catalog of content, many of which are organized by complex algorithms to reflect individual consumer's preferences (Lobato, 2017). Lotz (2017) states that one of the most distinguishing factors of such non-linear television, or video streaming services is the personalized delivery of the content which is not bounded by a fixed schedule, but rather can be operated at the schedule convenient for the user. Video streaming services are not limited to only specific parts of the world. In 2016, Netflix, one of the major video streaming platforms, announced an expansion to 243 countries, and as of 2019, they are already distributing video content to its users to over 190 countries, which shows how widespread these services have become throughout the world (Aguilar & Waldfogel, 2018 and Netflix, 2019). As per research conducted by Pricewaterhouse Coopers in 2013, about 63 % of households in the US used at least one video streaming service (Matrix, 2014). Further adding to the popularity and acceptance of video streaming services, many of the providers of such services are not the only Video on Demand (VOD) service providers, but also has come into the field of producing and distributing original content which would only be available in that particular video streaming platform (Jenner, 2016). According to The Daily Star (2019), Bangladesh has seen a steady growth in online platform penetration which helped local streaming services such as Hoichoi, iflix, Bioscope and Zee5 to gain huge subscription base alongside their global counterparts.

2.2 Technology Acceptance Model and Video Streaming Services

The Technology Acceptance Model (TAM) focuses on two key variables; Perceived Usefulness (PU) and Perceived ease of use. These constructs have been suggested by Venkatesh et al., (2012), to predict and explain the attitude and behavior intention of individuals towards new technology. Perceived Usefulness (PU) attempts to establish that a potential target adopter assesses a new technology based on his/her perceived understanding towards better value creation in comparison to previously available technology. Perceived Ease of Use (PEOU) tries to capture that the degree to which it is relatively easy and less effort required by the user of new technology which will lead towards the adoption of the technology. For example, a study on e-learning has shown that if there is media richness that creates convenience for the new users of the technology, then it has positive acceptance (Liu 2009).

Although research on TAM is widely available, the use of this model to understand consumer acceptance of video streaming service is limited. With the increased usage of advanced technology in the 80s, Davis proposed the use of the TAM model to study the likelihood of consumer acceptance of technology-based products & services (Davis. 1989). The framework of the TAM model has been based on the theory of reasoned action (Fishbein & Ajzen, 1975). This model has been useful in understanding consumer intention to accept information related to personal computer products (Chang 2008). Various extended and modified versions of this model have been used to figure out consumer acceptance of new technology and information products, such as social networking (Rauniar et al. 2014), m-commerce (Ervasti and Helaakoski 2010; Mallat et al. 2009), online services (Liao et al. 2007), mobile payments (Liébana-Cabanillas et al. 2014; Ramos-de-Luna et al. 2016) and e-health care services (Holden and Karsh 2010). A similar study used a modified TAM in mobile media subscription service (Youn and Lee 2019). A study on live streaming service acceptance in Taiwan with the aforementioned model can be found (Ho, 2015). The study found that live streaming was popular among the consumers' age groups of 20 to 29 years and they use chat room service along with the live streaming which can be an influencing factor. Our research adopts a TAM to study consumer acceptance of video streaming services especially in developing countries like Bangladesh.

2.2.1 Perceived Usefulness and Behavioral Intention to Use

One of the two primary contributing factors of TAM, Perceived Usefulness, can be defined as “the belief that using a particular system would enhance his or her job performance” (Davis 1989, p. 320).

A strong correlation between behavior intention to adopt new technology and perceived usefulness can be found, especially in the case of the new version of communication technology (Zaremohzzabieh et al. 2015; Lunney et al. 2016). A similar study found that there is a significant prospect of a new technology to be accepted when the given technology has sufficient advantages which are perceived to be useful by the adopters (Gong, Xu, and Yu 2004).

2.2.2 Perceived Usefulness and Attitude towards Use

According to the TAM framework, if adopters of new technology can find it useful compared to the existing options, they will form a favorable attitude towards the new technology. It's been proven time and time again that the positive relationship between the determinants and the ultimate acceptance of the new technology, especially in the streaming services. Shin (2009), found that perceived usefulness significantly correlated with the acceptance of technology among the South Korean market for services provided through digital multimedia broadcasting (DMB). A similar outcome could be seen in the study of Mobile TV adoption among the consumers of China (Zhou, 2013).

2.2.3 Perceived Ease of Use and Behavioral Intention to Use

Besides perceived usefulness, the other major determinant with the TAM framework is the perceived ease of use. This is defined as “the degree to which a person believes that using a particular system would be free of effort” (Davis 1989, p. 320). Since ease is the main premise behind this determinant, the actual experience of using the technology is considered more important compared to the achievement of external goals by using the technology (Van der Heijden, 2004). For various kinds of technology, past research has established the positive correlation either directly or indirectly between PEOU and BI, such as smartphones and tablet computers (Park and del Pobil, 2013; Joo and Sang, 2013; Kim and Sundar, 2014), cloud computing (Park and Kim, 2014), technology in the health care sector (Bhattachajee & Hikmet, 2008), e-commerce (Gefen & Straub, 2000; Sentosa & Mat, 2012), news website of the TV networks (Lepervanche, 2006), teaching-related technology (Teo & Noyes, 2011), smartwatches and wearable fitness technology (Hossain, Rahman & Alam, 2019; Kim & Shin, 2015; Lunney, Cunningham & Eastin, 2016), LTE Service (Park and Kim, 2013).

Although the original TAM framework suggests an indirect correlation between perceived ease of use and behavioral intention, via either attitude (Hypothesis 4) or via perceived usefulness, this paper in addition to the basic TAM is also testing the direct correlation of PEOU and BI. The paper by Fusilier & Durlabhji (2005) also looked at a direct correlation bypassing attitude when studying the acceptance of the internet among students of India. Venkatesh (1999) and Venkatesh and Davis (2000) also argued in favor of the omission of measuring a direct correlation between PEOU and BI.

2.2.4 Perceived Ease of Use and Attitude towards Use

In the original TAM framework, PEOU can have a positive effect on the behavioral intention to use technology by having a positive impact on the attitude of the user towards that technology. Past research shows evidence that this correlation between PEOU and ATU holds true for different kinds of technology, for example, in the case of wireless healthcare for the senior citizens (Hsiao and Tang, 2015), wireless internet via mobile device (Lu, Yu, Liu & Yao, 2003), online retailing and online learning (Gong et al., 2004; Moon & Kim, 2001; O'Cass

& Fenech, 2003; Sánchez-Franco & Roldan, 2005). Although in the paper by Hu, Chau, Sheng and Tam (1999) the correlation between PEOU and ATU was proved to be insignificant in the case of acceptance of telemedicine by physicians based in Hong Kong. This exception could be explained by the fact that telemedicine has much more utilitarian features rather than hedonic features which is not the case for video streaming technology (Lunney et al., 2016; van der Heijden, 2004).

2.2.5 Attitude towards Use and Behavioral Intention to Use

Liu (2009) on the research about acceptance of e-learning found a positive correlation between positive attitudes towards use with favorable behavior intention. Quite a few research works using the TAM model found similar results (Shin 2009).

3. METHODOLOGY

An online survey was used to explore the psychological factors affecting the attitude and ultimately the behavioral intention to adopt video streaming services in Bangladesh. To achieve the objective of the research, the researchers decided to choose respondents from Dhaka, Bangladesh, because of its high internet penetration (18.02% in 2017 according to "Bangladesh: internet penetration rate 2017 | Statista", 2020), high bandwidth, and number of credit card holders which are needed for payment of online subscriptions for streaming services.

Convenience sampling has been used for the research because it allowed the researchers to collect basic information and trends regarding the study without the complications of randomized sampling. This sampling technique has also been useful in recording the fact that consumption of such services occurs within a given sample, in this case the sample which the researchers chose. This in the long run helped in detecting relationships among different variables (PU, PEOU, ATU & BI).

3.1 Sample

The study participants were all from Dhaka, Bangladesh, who are either pursuing their studies or have already joined the workforce. Before conducting any data analysis, the full data was checked for any erroneous data entry, duplicate participation or missing information. A total of 120 participants were invited to fill out a questionnaire, of which 110 were used for further analysis; rest were omitted due to incomplete responses. The response rate thus stood at 91.7 %.

Among the respondents, 52.7 % were female and 47.3 male. The majority (92.7%) of the respondents belonged to the age range of 15-29, followed by the age range of 30-39 (5.5%) and there were also 2 respondents (1.8%) from the age range of 40-49. Among the respondents, 87.3% are undergraduates, 9.1 % graduates and 3.6 % who were still in High School. It was noted that none of the respondents were below the high school level. Out of the respondents, a plurality (42.7%) identified themselves as heavy users of video streaming services, whereas 38% identified as medium users and only 19.1 % identified as light users. The period of usage of video streaming services were fairly spread out across all the options given in that particular item. 18.2% respondents mentioned they have been using the service for more than 5 years and 13% have selected that they have used it for 3 to 5 years. 20.9 % responded by saying they have been using such services for 1-3 years, which was the plurality in this situation. Usage period of 6 months to 1 year was selected by 10% of the population and 20 % mentioned they have been using the service for a period of 1 to 6 months. Lastly, 17.3% respondents claimed they have only been using such services for less than a month.

Among all the different video streaming services available to the respondents, Netflix by far was found as the most common choice and 78.2% of the respondents mentioned that they use the services of this platform regularly.

3.2 Research Model

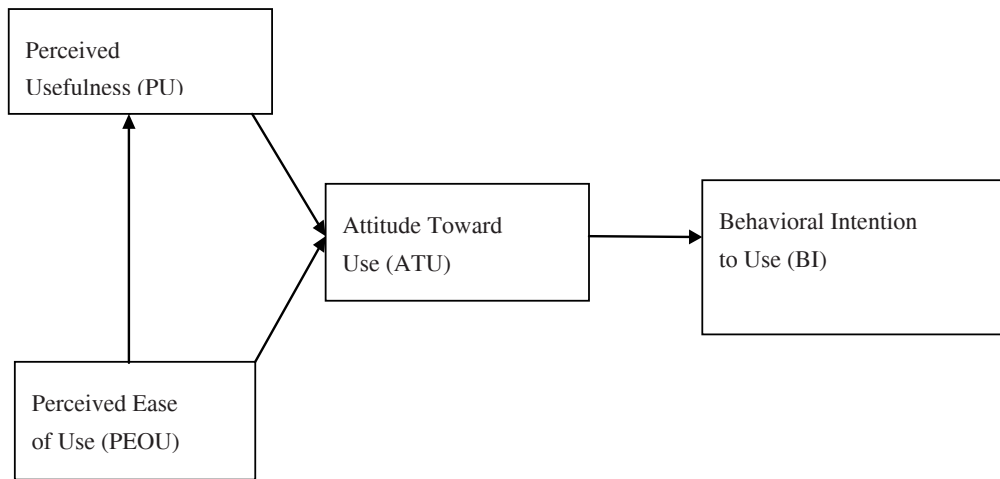


Figure 1: Technology Acceptance Model, version 1 (Davis, Bagozzi & Warshaw 1989)

3.3 Measures

All the measurement items used in the survey instrument were adapted from prior studies conducted in the field. The questionnaire was divided into four major sections that collected information on (1) attitude towards video streaming services, (2) behavioral intention to use video streaming services, (3) perceived ease of use of video streaming services, (4) perceived usefulness of video streaming services. The items were adapted from several established papers including:

- ATU 4 items from Venkatesh et al. (2003)
- ITU 3 items from Venkatesh et al. (2003)
- PEOU 3 items from Davis (1989, 1993)
- PU 5 items from Davis (1989, 1993)

4. DATA ANALYSIS

In order to understand the behavioral intention of using video streaming services, the collected data were first tested for reliability using KMO and Bartlett's test. The KMO measure was used to showcase sampling adequacy while Bartlett's Test is used to determine the Sphericity of the collected data. Moreover, the researchers applied exploratory factor analysis (EFA) to verify the construct measures what this study intends to measure. The EFA was applied to 15 items, which assesses the items measuring perceived ease of use, perceived usefulness, attitude towards usage and behavioral intention to use.

5. RESULTS AND DISCUSSIONS

From the analysis the variables were distributed under two retained factors; i.e. namely Perceived usefulness (PU), Perceived ease of use (PEOU), Attitude to use (ATU) and Behavioural Intention (BI) respectively. The reliability analysis of the two retained factors (**Table 1**) shows a high level of internal consistency as the calculated Cronbach's Alpha was greater than 0.70.

Table 1: Factors retained

Rotated Component Matrix		
	Component	
	1	2
ATU1	.709	
ATU2	.833	
ATU3	.835	
ATU4	.521	
BI1	.846	
BI2	.832	
BI3	.868	
PEOU1	.794	
PEOU2	.879	
PEOU3	.757	
PU1		.838
PU2		.912
PU3		.904
PU4		.911
PU5		.926

Thus the factors are considered to be valid as the alpha is over 0.5 and all items are appropriate for this study.

To measure the validity, the Kaiser-Meyer-Olkin (KMO) Test is a measure of whether the data is suitable for Factor Analysis. It measures sampling adequacy for each variable within and for the complete model. The calculated value of KMO Measure of Sampling Adequacy is 0.914 which is well above the standard cut point of 0.60. Similarly, Bartlett’s Test of Sphericity is significant at 0.000 ($P < 0.001$), and so the dataset is suitable for conducting further analysis (Table 2). Thus this paper stipulates orthogonal rotation as it eliminates the problems of multicollinearity in the analysis.

KMO and Bartlett’s Test		
Kaiser-Meyer-Olkin Measure of		.914
Bartlett’s Test of Sphericity	Approx.. Chi-Square	1936.057
	Df	153
	Sig.	.000

Table 2: KMO and Bartlett’s test

5.1 Hypothesis Analysis

The analysis of the conceptual model relied on SEM, for three reasons. First, the research objective was to predict the acceptance of video streaming services and the SEM method is a multivariate statistical process for

the structural testing model with observed and latent variables. The analysis was conducted using Amos 20 using the maximum likelihood method (MLM). The result from the full structural model revealed that the proposed model confirms the fit test, in regard to absolute measures, indicate that the structural model meets the recommended levels and fits for the sample data. The results of the analysis also showed that the mediator (attitude towards use) influences the dependent variable ($\beta=.78, p < 0.001$).

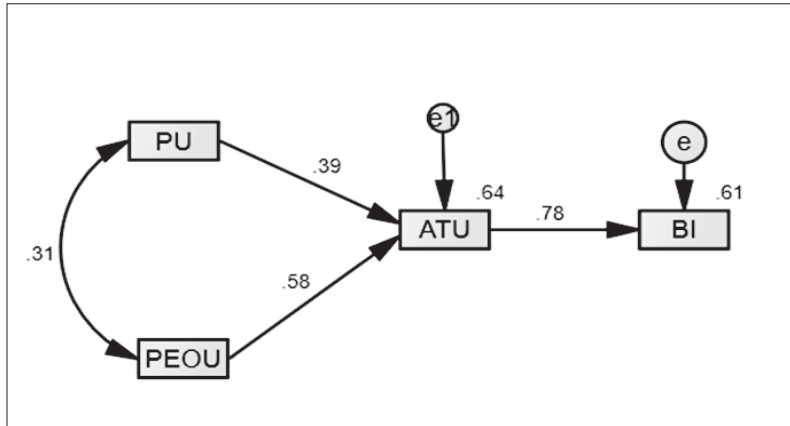


Fig 2: Empirical results for the conceptual model.

For the context of this paper, as the beta weight for in-between PEOU and ATU was greater than 0.5, this indicates there is a positive relationship between the constructs. Moreover, the R2 for both PU and PEOU on ATU was 0.64, which is also significant; therefore, the PU and PEOU has a positive effect on the attitude towards using video streaming services.

Moreover, the R2 between ATU and BI was 0.61 which indicates a strong relationship between the variables exists. Therefore as Attitude towards video streaming services increases, the Intention to use video streaming services also increases.

Moreover, all regression weights were significant ($P < .05$) (see Table 3), revealing all the constructs were significant.

			Estimate	S.E.	C.R.	P
ATU	<---	PU	0.33	0.051	6.468	***
ATU	<---	PEOU	0.53	0.056	9.549	***
BI	<---	ATU	0.938	0.073	12.921	***
BI	<---	ATU	0.938	0.073	12.921	***

Table 3: Regression weights

6. CONCLUSION

According to the findings, it can be claimed that all the factors of the Technology Acceptance Model are co-related, albeit it may vary slightly. The relationship seemed to be weakest between PU and PEOU, followed

by the relationship between PU and ATU. It was the strongest between ATU and BI, followed by the relationship between PEOU and ATU. This analysis will help the internal stakeholders involved in the online streaming service industry while developing new and existing streaming services to better understand the market and how to influence the customers. As the result shows behavior intention is highly driven by ATU, and since it has a stronger relationship with PU compared to PEOU, managers focus needs to be in creating usefulness factors for this particular market.

Therefore, the acceptance of Video Streaming Services in Bangladesh is increasing and the constructs of TAM may explain the antecedents of acceptance towards video streaming services. Organizations can understand the growth and future potential of the market from the outcome of the analysis of this study. Since no other research exists on the streaming service industry in the Bangladeshi context, this research tried to address and contribute to the insights of various international and local video streaming service providers.

Further research building on the findings can help relevant parties develop business model that are more suitable for this market. However, readers should caution themselves not to use these constructs as an absolute “one-size fits all” approach.

7. LIMITATIONS AND FUTURE RESEARCH

One of the limitations of this paper is that the majority of the respondents belong to a similar age group and have similar educational backgrounds. Had the sample been more evenly spread across different age groups and educational backgrounds, the results might also generate other valuable insights regarding the acceptance of this technology. This particular phenomenon might also be viewed as a strength as it had a wider representation of the same age group and educational background which strengthens the results following the same framework for that particular group. Another interesting insight into the results could have been added if the responses were analyzed for each demographic group. Then the demographic influences could be observed on the acceptance of this technology.

The proposed model in this study does not consider some of the antecedents to the underlying motivation for accepting such a technology, which is a limitation. Thus, future research could focus on some of these underlying causes of motivation, when exploring the factors affecting acceptance of such technology. Perceived Enjoyment could be used as an additional determinant particularly for video streaming technology as the hedonic aspect of this technology might have a major influence on the acceptance (Davis et al., 1992 & Van Der Heijden, 2004).

This particular paper can be further supplemented by adding some other facilitating conditions, such as the availability of relevant infrastructure and resources, necessary knowledge requirement, and compatibility with other systems. The facilitating conditions and its effect on the acceptance of such technology can be adopted from the UTAUT 2 model as proposed by Venkatesh, Thong and Xu, 2012.

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