

## **The Adoption and Trend of Over-The-Top Streaming Media among the Malaysian Audiences**

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### **ABSTRACT**

Netflix and several global OTT media providers entered into Malaysian market since way back in 2016. The prevalence of content accessed through global OTT media platforms has made film and drama series a genre broadcast through OTT media platforms among Malaysian audiences. The tremendous response among local viewers proposes the question, why OTT streaming media is so famous? Hence, this article intended to provide a better and comprehensive understanding of streaming media among Malaysian audiences. This study employed the theory of uses and gratification to explain the audience's motives for using streaming media to achieve gratification. This study aimed to identify OTT streaming media's overall audience profile and compare the viewing trends of OTT media content based on demographic factors, namely gender, age, race, income, education, and marital status. The data were collected through surveys utilizing a combination of stratified and systematic sampling. A sum of 606 respondents in the Klang Valley participated in this research. This analysis was descriptive by explaining the trends and patterns regarding why OTT streaming media is a favourite of the Malaysian community. The study examined data descriptively using SPSS version 23. It, too, employed a one-way t-test and ANOVA to analyse six hypotheses formed based on theory and literature reviews. The outcomes of this study revealed that females were more likely to watch OTT streaming media than male. The study conclusions confirmed that only one hypothesis was successfully accepted in this study out of the six hypotheses developed. The study also reported positive and significant differences in trends based on OTT media viewing motives by race. Furthermore, this investigation addressed the directions for prospective studies.

### **Keywords**

Audience Trends, OTT Streaming, Digital Media, Uses and Gratification

### **Introduction**

The evolution of online streaming media services or over-the-top media (OTT) rose in the United States due to Reed Hastings and Marc Randolph's innovation in 1997 when Reed Hastings was the CEO of Netflix. Malaysia also underwent a comparable growth of brand-new media whereby TV3 has introduced its OTT media service known as Tonton (Rosidayu Sabran, 2016). Through Tonton, audiences are able to browse local content not limited to dramas and TV3 programs but also BuletinUtamaonline. Intensified competition and the results of globalization have caused markets to cross geographical boundaries. The global OTT streaming media provider entered the

Malaysian market in 2016, enabling users to subscribe to such streaming services among others are Netflix, Amazon Prime Video, iflix, and Viu. In the context of globalization, Malaysia is considered small market that promoting the new media as part of competition in order to fulfil demand from local audiences. As such, it has posed a challenge to the government in promoting the local creative industry in order to manage the competition in the digital economy (Jamaluddin Aziz, Hasrul Hashim, & Faridah Ibrahim, 2014).

Two principal constituents drive the demand trend for OTT media services. The first reason is the influence and impact of the Internet on consumers. In more clear context, technological and cultural advances today are a phenomenon that are closely interrelated with each other (Nazra Aliff Nazri & Abdul Latiff Ahmad, 2020). The second reason is the expanse in the demand and supply of telecommunication devices such as smartphones and tablets featuring Wi-Fi with an Internet connection. OTT services that are available today come in multiple forms and features (Asma Md. Isa et al., 2020). The traits for each OTT service satisfy the wants and needs of users. In the contemporary era of digital technology, OTT streaming media is an alternative that can substitute conventional TV broadcasts for audiences to receive information, entertainment and relieve stress (escapism). It happens by technological innovations covering aspects of applications, smart devices, broadband coverage and mobile data, and customer demand with digital lifestyle (Hetzscholdt et al., 2018). Nevertheless, the aspect discussed in this study was the necessary attention to Malaysian audiences with a digital lifestyle. Audiences may no longer watch traditional TV, and they may even not have a cable TV set or even subscribe to prepaid TV. Preceding research has proven a drastic shift trend where consumers switch from traditional TV broadcasts to OTT media. Advances in the mode of production, distribution and use of TV have also evolved due to the impact of online streaming (Groshek & Krongard, 2016). Accordingly, this study endeavored to identify the trends and patterns of streaming media viewers among Malaysian audiences.

### **Literature Review**

Following the realization of the existence of a vital relationship between a society with broadband services, smartphones, access to online content (OTT), many studies have been accomplished on the role of OTT media on service providers, including benefits to consumers (Isa et al., 2020). Since the mid-2000s, OTT streaming media has evolved swiftly as a communication channel. Such developments have revolutionized the method society to interact, shares and obtain the information. Internet users spend more than six billion hours of streaming video downloaded from YouTube, and more than 100 hours of video are uploaded through the same app every minute (Gohar Feroz Khan & Sokha Vong, 2014). The Internet and OTT media's position is powerful on society as citizens now better understand their rights, such as human rights, freedom of speech, and demanding transparent and fair government (Welsh, 2011). Nevertheless, the demand for freedom of speech has also motivated some people to use modern broadcasting tools to spread fake news (Aishah Bidin, 1990). Content that broadcasted through OTT media platform reach the public with the aimed to obtain information, entertainment and leisure. However, some of content may not suitable for public view as it is contradicting with value, culture and religion. In addition to the above mentioned context, Malaysia is a country that prioritizes the development of information and communication

technology but still uphold National Principles (Rukun Negara) (Wan Amizah Wan Mahmud & Muhammad Adnan Pitchan, 2017). The society in Malaysia has been exposed to information technology. The level of adaptation of devices in society, especially mobile phones, tablets, and laptops, is also growing following its function to meet digital life needs. It is in line with the government's purposes to build smart cities (Hasniyati Hamzah et al., 2015) and the aspiration to recognize Malaysia as an international ICT hub (Nasuha Badrul Huzaini, 2017). Therefore, of course, ICT and the Internet are quintessential to improve productivity to recognize Malaysia as a developed country. In the context of today's active audience, uses and gratification theory is a part of the social communication domain in which UGT is an approach in defining the role of media and describe the factors that motivate audiences to use media in meeting the subsequent need to achieve gratification (Mehrad & Tajer, 2016). Therefore, it implies that when the audience's needs are fulfilled, the gratification level grows too. Hence, this study used Uses and Gratification theory based on three motives why audiences are attracted to watch OTT media (i) information; (ii) entertainment; and (iii) escapism to achieve gratification.

### Research objectives

This research intended to investigate the relationship between gender, age, race, income, education level, and marital status on the trend of streaming media viewing for audiences in Malaysia. Thus, the goals of the research were to:

1. Identify the overall OTT streaming media audience profile, and
2. Compare the trend of viewing OTT streaming media content among audiences in Malaysia

### Research questions

1. What are the trends of OTT media content viewing among audiences?
2. Are there positive and significant differences in viewing trends based on gender, age, race, income, education level and marital status?

### Hypothesis

Demographic factors such as gender, age, race, income, and education level influence consumer attitudes and behaviours and their relationship to technology. Haryati Abdul Karim (2014) discovered that out of 1,330 respondents, young people aged 16-30 years were the group who watched the most English films, including an online video which made 72%. In terms of gender, more female (51.5%) watched movies than men (48.5%). While the Malays were the most, who watched international films, specifically by 59.5%, Chinese 15.3%, Indian 11.4% and 11.3% *Bumiputera*. A fresh study by Copper and his research colleagues (Cooper et al., 2018) observed that 73% of women have suicidal tendencies due to the impact of watching the drama series 13 Reasons Why on the Netflix platform. Accordingly, this study collected new data to explain the demographic factors that were control variables by studying the audience's patterns and trends and compare the trend of viewing OTT media content among audiences based on gender, age, race, education level, income and marital status. Hence, the alternative hypothesis ( $H_a$ ) is as follows:

$H_{1a}$  : There are significant differences in trends based on OTT media viewing motives by

- gender.
- H<sub>1b</sub> : There are significant differences in trends based on OTT media viewing motives by age.
- H<sub>1c</sub> : There are significant differences in trends based on OTT media viewing motives by race.
- H<sub>1d</sub> : There are significant differences in trends based on OTT media viewing motives according to income.
- H<sub>1e</sub> : There are significant differences in trends based on OTT media viewing motives according to education level.
- H<sub>1f</sub> : There are significant differences in trends based on OTT media viewing motives according to marital status.

### Methodology

The target population of the study was subscribers of OTT media in Klang Valley. The sampling frame consisted of at least three months registered users from selected OTT media such as Netflix, Amazon Prime Video, Viu, and iflix. This study applied a quantitative approach focuses on quantifying the collection and analysis of demographic data. The statistical software's used for analysis employed in this study was a t-test and one-way ANOVA in IBM-SPSS version 23.0 in order to obtain describe the data and hypothesis testing. The researchers chose a random sample of 500 respondents from the sampling frame using simple random sampling technique. This probability sampling method guarantees the randomness of the sample's selection and representativeness towards the target population. Thus, the procedure met the requirement for parametric statistical analysis. The selected respondents responded via online to response the questionnaire at their own convenient possible time. Respondents answered voluntarily and could withdraw at any time. All information provided was confidential and designed for academic study only. The researchers managed to collect a total of 643 questionnaires. The return rate was 91.85%. Nonetheless, following data cleaning, only 606 were able to be utilised for this study.

### Results and Discussion

Based on the statistical result, the proper interpretation and detail of data descriptive presented in the findings of this research as following.

#### Respondent profile

A total of 643 questionnaires were distributed to respondents from various backgrounds. Of the 643 sets of questionnaires, only 606 questionnaires could be used for analysis after the data review and data cleaning process. Details of each section are shown in Table 1.

**Table 1.** Respondent profile

Demography (N =606)	Description	Frequency	Percentage (%)
Gender	Male	250	41.3
	Female	356	58.7

Age	Under 30 Years	189	31.2
	31 – 40 Years	185	30.5
	41 – 50 Years	171	28.2
	More than 50 Years	61	10.1
Academic	SPM/STPM	66	10.9
	Diploma/Bachelor's Degree	402	66.3
	Bachelor/Doctor of Philosophy	138	22.8
Races	Malay	465	76.7
	Chinese	67	11.1
	Indian	31	5.1
	Sabah and Sarawak Bumiputera	43	7.1
Religion	Islam	503	83.0
	Buddhist	53	8.7
	Hindu	28	4.6
	Christian	20	3.3
	Others	2	.3
Internet type	Postpaid	495	81.7
	Prepaid	91	15.0
	Both	20	3.3
Income (RM/Month)	Less than 4,850	313	51.7
	4,851 -10,970	231	38.1
	More than 10,971	62	10.2
Marriage status	Single	234	38.6
	Married	372	61.4
Have children	Yes	354	58.4
	No	252	41.6
Subscribe to Internet TV	Monthly Subscription	542	89.4
	Pay Per View	64	10.6

Table 1 presents the gender profiles. From total of 606 respondents, 250 (41.3%) were male respondents, while 356 (58.7%) were female respondents. As for the age of the respondents, this study has classified the observed data into four categories. The first category is respondents who were less than or equal to 30 years old, representing 189 people (31.2%) respondents, and the second category is 31- 40 years old, representing 185 people (30.5%) respondents, the third category 41 - 50 years old representing 171 people (28.2%) respondents, and the last category is over 50 years old, representing 61 people (10.1%) respondents. As for the academic qualification category, it has been divided into three levels of study. In the category of holding SPM/STPM, there was a total of 66 respondents representing (10.9%), a total of 402 respondents representing (66.3%) holding a Diploma/Bachelor's Degree, and 138 people representing (22.8%) holding a Master's/Doctor of Philosophy.

The race category has been split into four significant races comprising Malays, Chinese, Indians, and *Bumiputera* of Sabah and Sarawak. A total of 465 Malay respondents (76.7%), 67 Chinese

respondents (11.1%), 31 Indian respondents (5.1%) and 43 Sabah and Sarawak *Bumiputera* (7.1%) participated, representing each category respectively. Meantime, the religious background of the respondents, 503 (83%) respondents representing Muslims, 53 (8.7%) respondents representing Buddhists, 28 (4.6%) respondents representing Hindus, 20 (3.3%) respondents representing Christians, and 2 (0.3%) representing other categories.

This study observed that most respondents had a monthly income for the category of less than RM 4,850 (51.7%). While only 62 respondents (10.2%) respondents had an income of more than RM 10,971. At the same time, 231 respondents (38.1%) had an income of RM 4,851 to RM 10,970. This research also recorded data that defines the marital status of the respondents. The results of the study determined that the majority of respondents who were married representing 61.4%. Meantime, 58.4% of respondents had children. Based on the data collected, more than three quarters (89.4%) of respondents subscribed to Internet TV monthly, and only 10.6% subscribed to OTT media using the pay per view method. Next, a descriptive analysis of respondents' favourite genres is as tabulated in Table 2.

**Table 2.** Audience favourite genre

Demography (N = 606)		Description	Frequency	Percentage (%)
Respondent's favourite genre	Science	Yes	304	50.2
	Fiction	No	302	49.8
	Horror	Yes	225	37.1
		No	381	62.9
	Romantic	Yes	233	38.4
		No	373	61.6
	Action	Yes	401	66.2
		No	205	33.8
	Animation	Yes	241	39.8
		No	365	60.2
	Drama	Yes	275	45.4
		No	331	54.6
	Comedy	Yes	386	63.7
		No	220	36.3
	Others	Yes	65	10.7
		No	541	89.3

Based on Table 2, the content genre classification has been divided into eight categories. Only the Science Fiction genres (50.2%), Action (66.2%), and Comedy (63.7%) exceeded the limit of 50% of all favourite genres liked by respondents. In contrast, in the genres of Horror (62.9%), Romance (61.6%), Animation (60.2%), Drama (54.6%) and Others (89.3%), more than half (50%) of respondents did not like genres in this category. The study also successfully collected data for the types of Internet services used by audiences to access online content.

Based on Table 3, according to the respondents' type of web TV, it has been split into 25 categories. Most respondents watched via YouTube (73.1%), followed by Netflix (48.3%), Astro-On-the-Go (24.8%), HyppTV Everywhere (24.4%) and Astro Awani (20.8%). On the



other hand, more than three-quarters of respondents did not use other types of Internet TV such as Tonton, DimSum, iflix, YouTubeRed, HuluPlus, Amazon, BBC, Celcom Walla, TVNow, Viu, Berita TV, Myklik, TV Al-Hijrah, IKIM TV, KiniTV, TVi\_SelangorTV, UStream, AlJazeera, TedEd and others. In the above context, this study also remarked that apart from the OTT media watched by the audience on a subscription basis, there were also types of content watched that could be obtained for free by broadcasters to obtain religious information programs. Some of them were Myklik, Berita TV, KiniTV, TedEd, TV Selangor for content that channels information. Concurrently, Al-Hijrah TV and IKIM TV were among the content accessed through the Internet by the audience to obtain information that meets their spiritual needs.

**Table 3.**Types of Internet TV watched

<b>Demography (N = 606)</b>	<b>OTT media type</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage (%)</b>
The type of Internet TV one watches	Tonton	Yes	88	14.5
		No	518	85.5
	Astro-On-the-Go	Yes	150	24.8
		No	456	75.2
	DimSum	Yes	17	2.8
		No	589	97.2
	iflix	Yes	107	17.7
		No	499	82.3
	HyppTVEverywhere	Yes	148	24.4
		No	458	75.6
	YouTubePremium	Yes	41	6.8
		No	565	93.2
	Netflix	Yes	293	48.3
		No	313	51.7
	Hulu Plus	Yes	5	.8
		No	601	99.2
	Amazon Prime Video	Yes	8	1.3
		No	598	98.7
	BBC	Yes	6	1.0
		No	600	99.0
	Celcom Walla	Yes	11	1.8
		No	595	98.2
	TVNow	Yes	1	.2
		No	605	99.8
	Viu	Yes	51	8.4
		No	555	91.6
	Berita	Yes	63	10.4
		No	543	89.6
	Myklik	Yes	47	7.8
		No	558	92.1
	Astro Awani	Yes	126	20.8
		No	480	79.2

AlHijrah	Yes	56	9.2
	No	550	90.8
IKIM TV	Yes	22	3.6
	No	584	96.4
KiniTV	Yes	28	4.6
	No	578	95.4
Selangor TV	Yes	3	.5
	No	603	99.5
UStream	Yes	2	.3
	No	604	99.7
YouTube	Yes	443	73.1
	No	163	26.9
Al-Jazeera	Yes	21	3.5
	No	585	96.5
TedEd	Yes	12	2.0
	No	594	98.0
Other	Yes	17	2.8
	No	589	97.2

Next, Table 4 explains the total of hours spent by respondents to watch OTT media such as Netflix, Astro-on-the-Go, and Viu. Table 4 presents the watching hours' classification, and it has been split into five levels. The level for those who spent less than one hour consisted of 87 people (14.4%) respondents, those who spent one to two hours consisted of 248 people (40.9%) respondents, those who spent three to four hours consisted of 199 people (32.8%) respondents, those who spent five to six hours consisted of 45 people (7.4%) respondents and those who spent more than seven hours consisted of 27 people (4.5%) respondents.

**Table 4.**The amount of time spent watching Internet TV

<b>Demography (N = 606)</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Watching hours	< 1 hour	87	14.4
	1 to 2 hours	248	40.9
	3 to 4 hours	199	32.8
	5 to 6 hours	45	7.4
	> 7 hours	27	4.5

**a. There were positive and significant differences in the trend based on OTT media viewing motives by gender**

The first hypothesis of this research is related to the pattern of viewing motives among OTT media audiences comparing between male and female where the hypothesis is below:

H1a : There are significant differences in trends based on OTT media viewing motives by gender.

Descriptive analysis, i.e. Kolmogorov-Smirnov, Skewness and Kurtosis Tests were performed on OTT media viewing motives to determine normality between compared males and females. The



description of the analysis results of the Kolmogorov-Smirnov, Skewness and Kurtosis tests as described in Table 5 shows the normality for OTT media viewing motives based on gender. Table 5 shows that the significant value of OTT media watching motive for male with sig. = 0.003 ( $p < 0.05$ ). It suggested that the motive score of watching OTT media for male was not homogeneous. Although for male, the Kolmogorov Smirnov test's significant value was less than 0.05, Skewness (-0.623) and Kurtosis (0.111) were between -2 to 2. It indicated that the motive of watching OTT media for the male was still normal.

**Table 5.** The normality for OTT media viewing motives is based on gender

Motives of watching OTT media	Kolmogorov - Smirnov				Skewness	Kurtosis
	Group	Statistics	Df	Sig		
Group (N = 606)	Male	.072	250	.003	-0.623	0.111
	Female	.100	356	.000	-0.867	0.129

Next, the significant value of OTT media viewing motives for female with sig. = 0.000 ( $p < 0.05$ ). It suggested that the motive scores of OTT media watching for female were not homogeneous. Although the female gender's score, the significance value of the Kolmogorov Smirnov test was less than 0.05, in terms of Skewness (-0.867) and Kurtosis (0.129), it was between -2 to 2. It indicated that the motive of watching OTT media for female was still normal. In an attempt to see the differences in OTT media viewing motives, an inferential analysis involving an independent t-test was conducted to determine the differences in OTT media viewing motives. The results of the analysis can be seen in Table 6.

**Table 6.** Independent T-Test differences of OTT media viewing motives based on gender

Group	N=606	Mean	Standard deviation	T value	df	Sig
Male	250	7.5272	1.34942	.391	604	.696
Female	356	7.4809	1.49829			

Table 6 shows no significant difference in OTT media watching motives between males and females with t values = 391 and sig = .696 ( $p > 0.05$ ). Although the study's findings confirmed that males (mean = 7.5272 and sd = 1.34942) were higher than females (mean = 7.4809 and sd = 1.49829) but it was not significant. Hence, it rejected the hypothesis that there are significant differences in trends based on OTT media viewing motives by gender. It can be concluded that the motives of watching OTT media by male and female audiences were not different. It suggested that based on the empirical data, we do not have enough evidence to support the hypothesis  $H_{1a}$ .

**b. There are positive and significant differences in trends based on OTT media viewing motives according to age**

ANOVA analysis was conducted to see the motives of watching OTT media based on age for the first hypothesis, namely:

H1b : There are significant differences in trends based on OTT media viewing motives by age.

Before the ANOVA analysis was conducted, the researchers first attended a normality test and a variance similarity test to ensure that the ANOVA analysis conditions were met. The conditions for conducting ANOVA tests are that (i) the data must be normally distributed, (ii) a random sample and (iii) all groups must have the same variance.

#### i. Normalities

Normality tests were performed to determine whether the study data were normally distributed or skewed. Normality tests were tested using skewness and Kurtosis statistical methods. The data are considered normal when Skewness and Kurtosis are less than  $\pm$  (Tabachnick & Fidell, 2014). Besides, Skewness should be less than 3.0, and Kurtosis should be less than 8.0 for normal data (Kline, 2011). Table 7 shows the normality for OTT media viewing motives.

**Table 7.**Normalities for motives for watching OTT media

Construct	N	Mean	Standard deviation	Skewness	Kurtosis
Motives of watching OTT media	606	7.50	1.44	-.790	.285

Table 7 shows that the motives of watching OTT media in this study showed a normal distribution. The Skewness value for the OTT media viewing motive was -.790, while the Kurtosis value for the OTT media viewing motive was .285. Since the data showed both Skewness and Kurtosis values below  $\pm 2$ , past researchers' opinions (Tabachnick & Fidell, 2014;Kline, 2011) were satisfied and proved data were normally distributed.

#### ii. Equality of variances

Levene's test was attended before the ANOVA analysis was conducted to test the similarity of the variables' variance. The analysis of Levene's test is as in Table 8.

**Table 8.** Levene's test for motives for watching OTT media

F	df1	df2	Sig.
.572	3	602	0.633

Table 8 shows that there were no significant variance-covariance differences among the dependent variables for the independent variables ( $F = .572$ ) and  $\text{sig} = 0.633$  ( $p > 0.001$ ). It suggested that the variance-covariance of the dependent variable was homogeneous across the independent variable. Therefore, ANOVA analysis could be conducted to look at differences in OTT media viewing motives based on age category (Pallant, 2011).

Table 9 and Table 10 record the mean values, standard deviations, and ANOVA results for OTT media viewing motives based on Malaysia audiences' age categories.

**Table 9.** ANOVA for OTT media viewing motives based on age category

Variables	Sum of squares	Df	Sum of squares	F	Sig.
Motives of watching	14.744	3	4.915	2.394	.067

## OTT media

**Table 10.** Mean values and standard deviations for OTT media viewing motives based on age

Variables	Age	Mean	Standard error	95% confidence interval	
				Lower bound	Upper bound
Motives of watching	< than 30 years old	7.465	.104	7.260	7.669
	31 – 40 years old	7.724	.105	7.517	7.931
OTT media	41 – 50 years old	7.349	.110	7.134	7.565
	> than 50 years old	7.352	.183	6.992	7.712

Table 9 and Table 10 show the mean values, standard errors and ANOVA results for OTT media viewing motives based on age category. There was no significant difference in OTT media viewing motives based on age category with values of  $F = 2.394$  and  $\text{sig} = .067$  ( $p > 0.05$ ). In terms of mean, it showed that respondents aged 31- 40 years (mean = 7.724) had the highest motive practice of watching OTT media compared to respondents aged less than or equal to 30 years (mean = 7.465) and respondents aged more than 50 years (mean = 7.352). Next, respondents aged 41 - 50 years had the lowest level (mean = 7.349) of OTT media viewing motive for audience in Malaysia. Thus, based on statistical result, the researchers are unable provide enough evidence to prove the hypothesis  $H_{1b}$ . Thus, there are no significant differences in trends based on OTT media viewing motives by age based on empirical data among the audience in Malaysia.

### c. There are positive and significant differences in trends based on OTT media viewing motives by race

ANOVA analysis was attended to test hypotheses for OTT media viewing motives based on race. Before the ANOVA analysis was conducted, the researchers first conducted a normality test and a variance similarity test to ensure the ANOVA analysis conditions. The hypotheses tested were as follows:

$H_{1c}$  : There are significant differences in trends based on OTT media viewing motives by race.

#### i. Normalities

Normality tests were done to determine whether the study data were normally distributed or skewed. Normality tests were tested using skewness and Kurtosis statistical methods. The data is considered normal when Skewness and Kurtosis are less than  $\pm 2$  (Tabachnick & Fidell, 2014). Besides, Skewness should be less than 3.0, and Kurtosis should be less than 8.0 for normal data (Kline, 2011).

Table 11 shows that the motives of watching OTT media in this study showed a normal distribution. The Skewness value for the OTT media viewing motive was  $-.790$ , while the Kurtosis value for the OTT media viewing motive was  $.285$ . Since the data recorded both Skewness and Kurtosis values below  $\pm 2$ , past researchers' opinions (Tabachnick & Fidell, 2014; Kline, 2011) were met and proved the data were normally distributed.

**Table 11.** Normalities for motives for watching OTT media

Construct	N	Mean	Standard deviation	Skewness	Kurtosis
Motives of watching OTT media	606	7.50	1.44	-.790	.285

## ii. Equality of variances

Levene's test was conducted before the ANOVA analysis was completed to test the similarity of the variables' variance. Levene's test analysis can be seen in Table 12.

**Table 12.** Levene's test for motives for watching OTT media

F	df1	df2	Sig.
1.345	3	602	.259

Table 12 shows that there were no significant variance-covariance differences among the dependent variables for the independent variables ( $F = 1.345$ ) and  $\text{sig} = .259$  ( $p > 0.001$ ). It determined that the variance-covariance of the dependent variable was homogeneous across the independent variable. Therefore, ANOVA analysis could be conducted to examine differences in OTT media viewing motives based on race (Pallant, 2011). Table 13 and Table 14 report mean values, standard deviations and ANOVA results for OTT media viewing motives based on race.

**Table 13.** ANOVA for OTT media viewing motives based on race

Variables	Sum of squares	Df	Sum of squares	F	Sig.
Motives of watching OTT media	17.118	3	5.706	2.785	.040

**Table 14.** Mean values and standard deviations for OTT media viewing motives based on race

Variable	Races	Mean	Standard error	95% confidence interval	
				Lower bound	Upper bound
Motives of watching OTT media	Malay	7.557	.066	7.427	7.687
	Chinese	7.025	.175	6.682	7.369
	Indian	7.526	.257	7.021	8.031
	<i>Bumiputera</i> of Sabah & Sarawak	7.605	.218	7.177	8.034

Table 13 and Table 14 show the mean values, standard errors and ANOVA results for OTT media viewing motives based on race. There were significant differences in OTT media viewing motives based on race category with  $F = 2.785$  and  $\text{sig} = .040$  ( $p < 0.05$ ). In terms of the mean, it showed that the *Bumiputeras* of Sabah and Sarawak (mean = 7605) had the highest practices OTT media watch motive compared with the Malays (mean = 7557) and Indians (mean = 7.526).

Next, the Chinese were the respondents with the lowest level (mean = 7.025) of OTT media viewing motive practice. Since there were significant differences in OTT media viewing motives

based on race, the Post Hoc Scheffe test was conducted to identify differences in OTT media viewing motives based on race. The results of the Scheffe Post Hoc test are shown in Table 15.

Table 15 shows significant differences in watching OTT media's motives between the Malays and Chinese, with a mean difference = .5318 and sig = P.045 ( $p < 0.05$ ). On the other hand, there were no significant differences in OTT watching motives in other racial groups. Therefore, the observed data results accepted that there are significant differences in the trend based on watching OTT media according to race in Malaysia. Thus,  $H_{1c}$  was accepted.

**Table 15.** Scheffe's Post Hoc test of OTT media viewing motives based on race

(I) Race	(J) Race	Mean difference (I-J)	Std. error	Sig.	95% confidence interval	
					Lower bound	Upper bound
Malay	Chinese	.5318*	.18706	.045	.0074	1.0562
	Indian	.0309	.26553	1.000	-.7134	.7753
	<i>Bumiputera of Sabah and Sarawak</i>	-.0486	.22817	.997	-.6882	.5911
Chinese	Malay	-.5318*	.18706	.045	-1.0562	-.0074
	Indian	-.5009	.31094	.459	-1.3726	.3708
	<i>Bumiputera of Sabah and Sarawak</i>	-.5804	.27971	.231	-1.3645	.2037
Indian	Malay	-.0309	.26553	1.000	-.7753	.7134
	Chinese	.5009	.31094	.459	-.3708	1.3726
	<i>Bumiputera of Sabah and Sarawak</i>	-.0795	.33727	.997	-1.0250	.8660
<i>Bumiputera of Sabah and Sarawak</i>	Malay	.0486	.22817	.997	-.5911	.6882
	Chinese	.5804	.27971	.231	-.2037	1.3645
	Indian	.0795	.33727	.997	-.8660	1.0250

**d. There are positive and significant differences in trends based on OTT media viewing motives according to income**

ANOVA analysis was attended to see the motives of watching OTT media based on income. Before the ANOVA analysis was conducted, the researchers first administered a normality test and a variance similarity test to ensure the ANOVA analysis conditions. The hypothesis tested as below:

H1d : There are significant differences in trends based on OTT media viewing motives according to income.

## i. Normalities

Normality tests were performed to determine whether the study data were normally distributed or skewed. Normality tests were tested using skewness and Kurtosis statistical methods. The data is considered normal when Skewness and Kurtosis are less than  $\pm 2$  (Tabachnick & Fidell, 2014). Also, Skewness should be less than 3.0, and Kurtosis should be less than 8.0 for normal data (Kline, 2011). Table 16 shows the normality for OTT media viewing motives.

**Table 16.**Normalities for motives for watching OTT media

Construct	N	Mean	Standard deviation	Skewness	Kurtosis
Motives of watching OTT media	606	7.50	1.44	-.790	.285

Table 16 shows that the motives of watching OTT media in this study showed a normal distribution. The Skewness value for the OTT media viewing motive was -.790, while the Kurtosis value for the OTT media viewing motive was .285. Since the data recorded both Skewness and Kurtosis values below  $\pm 2$ , past researchers' opinions (Tabachnick & Fidell, 2014;Kline, 2011)were met and proved that data were normally distributed.

## ii. Equality of variances

Levene's test was conducted before the ANOVA analysis was attended to test the similarity of the variables' variance. Analysis of Levene's test as in Table 17.

**Table 17.** Levene's test for motives for watching OTT media

F	df1	df2	Sig.
1.800	2	603	.166

Table 17 shows that there were no significant variance-covariance differences among the dependent variables for the independent variables ( $F = 1.800$ ) and  $\text{sig} = .166$  ( $p > 0.001$ ). It signified that the variance-covariance of the dependent variable was homogeneous across the independent variable. Thus, ANOVA analysis could be conducted to examine the differences in OTT media viewing motives based on income (Pallant, 2011). Table 18 and Table 19 report the mean values, standard deviations and ANOVA results for OTT media viewing motives based on income.

**Table 18.**ANOVA for OTT media viewing motives based on income

Variables	Sum of squares	Df	Sum of squares	F	Sig.
Motives of watching OTT media	2.341	2	1.171	.565	.568

**Table 19.**Mean values and standard deviations for motives based on income

Variables	Monthly salary	Mean	Standard error	95% confidence interval	
				Lower bound	Upper bound

Motives of	Less than RM 4,850	7.494	.081	7.334	7.653
watching	RM 4,851- RM 10,970	7.553	.095	7.367	7.739
OTT media	More than RM 10,971	7.335	.183	6.977	7.694

Table 18 and Table 19 show the mean values, standard errors and ANOVA results for OTT media viewing motives based on income. There were no significant differences in OTT media viewing motives based on income category with values of  $F = .565$  and  $\text{sig} = .568$  ( $p > 0.05$ ). In terms of mean, it showed that respondents with an income of RM4,851 - RM10,970 (mean = 7.553) had the highest motive to watch OTT media compared to respondents with income less than RM 4,850 (mean = 7.494). Next, respondents with an income of more than RM 10,971 were respondents who had the lowest level (mean = 7.335) of OTT media viewing motive practice. Based on statistic, there is not enough evidence to support the hypothesis. Therefore, there are no significant differences in the trend based on OTT media watching motives according to income.

**e. There are positive and significant differences in trends based on OTT media viewing motives according to education level**

ANOVA analysis was conducted to test the motives of watching OTT media based on education level among Malaysia's audience. Before the ANOVA analysis was attended, the researchers first directed a normality test and a variance similarity test to ensure the ANOVA analysis conditions. The hypothesis tested for this study was:

H1e : There are significant differences in trends based on OTT media viewing motives according to education level.

**i. Normalities**

Normality test were performed to determine whether the study data were normally distributed or skewed. The normality test was tested using the Skewness and Kurtosis statistical methods. The data is considered normal when Skewness and Kurtosis are less than  $\pm 2$  (Tabachnick & Fidell, 2014). Also, Skewness should be less than 3.0, and Kurtosis should be less than 8.0 for normal data (Kline, 2011). Table 20 shows the normality for OTT media viewing motives.

**Table 20.**Normality for motives for watching OTT media according to education level

Construct	N	Mean	Standard deviation	Skewness	Kurtosis
Motives of watching OTT media	606	7.50	1.44	-.790	.285

Table 20 shows that the motives of watching OTT media in this study show a normal distribution. The Skewness value for the OTT media viewing motive was -.790, while the Kurtosis value for the OTT media viewing motive was .285. Since the data presented both Skewness and Kurtosis values below  $\pm 2$ , both opinions by past researchers (Tabachnick & Fidell, 2014;Kline, 2011)were met and confirmed that data were normally distributed.

**ii. Equality of variances**



Levene's test was conducted before the ANOVA analysis was conducted to test the similarity of the variables' variance. The analysis of Levene's test can be seen in Table 21.

**Table 21.**Levene's test for motives for watching OTT media

<b>F</b>	<b>df1</b>	<b>df2</b>	<b>Sig.</b>
1.327	2	603	.266

Table 21 shows that there were no significant variance-covariance differences among the dependent variables for the independent variables ( $F = .572$ ) and  $\text{sig} = 0.633$  ( $p > 0.001$ ). It proved that the variance-covariance of the dependent variable was homogeneous across the independent variable. Therefore, ANOVA analysis could be conducted to look at differences in OTT media viewing motives based on education level (Pallant, 2011). Table 22 and Table 23 report the mean values, standard deviation and ANOVA results for OTT media viewing motives based on education level.

**Table 22.**ANOVA for OTT media viewing motives based on the education level

<b>Variable</b>	<b>Sum of squares</b>	<b>Df</b>	<b>Sum of squares</b>	<b>F</b>	<b>Sig.</b>
Motives of watching OTT media	.372	2	.186	.090	.914

**Table 23.**Mean values and standard deviations for OTT media based on the education level

<b>Variables</b>	<b>Level of education</b>	<b>Mean</b>	<b>Standard error</b>	<b>95% confidence interval</b>	
				<b>Lower bound</b>	<b>Upper bound</b>
Motives of Watching OTT media	SPM/STPM	7.431	.177	7.083	7.779
	Diploma/Bachelor's Degree	7.505	.072	7.364	7.646
	Bachelor/Doctor of Philosophy	7.519	.123	7.278	7.760

Table 22 and Table 23 show the mean values, standard errors and ANOVA results for OTT media viewing motives based on education level. There were no significant differences for OTT media viewing motives based on age category with values of  $F = .090$  and  $\text{sig} = .914$  ( $p > 0.05$ ). In terms of mean, it showed that respondents with a Master's or Doctor of Philosophy level of education (mean = 7.519) had the highest motive practice of watching OTT media compared to respondents with a Diploma/Bachelor's Degree level of education (mean = 7.505). Next, respondents with SPM/STPM education level were respondents with the lowest level (mean = 7.431) of OTT media viewing motive practice. Based on statistic result, the researcher is unable to provide enough evidence to support the hypothesis  $H_{1e}$ . Thus, that there are no significant differences in the trend based on the motives of watching OTT media according to the level of education among Malaysia's audience.

**f. There are positive and significant differences in trends based on OTT media viewing motives according to marital status**

This study also formed a hypothesis to address the data on the trend of watching motives among Malaysian audiences according to marital status. The hypothesis tested for this study was:

H1f : There are significant differences in trends based on OTT media viewing motives according to marital status.

Descriptive analysis, i.e. Kolmogorov-Smirnov, Skewness and Kurtosis Tests were performed on OTT media viewing motives to determine normality between single and married compared. A description of the analysis results of the Kolmogorov-Smirnov, Skewness and Kurtosis tests is as follows. Table 24 shows the normality for OTT media viewing motives based on marital status.

**Table 24.**The normality of motives for watching OTT media is based on marital status

The motive of watching OTT	N = 606 Group	Kolmogorov - Smirnov Statistics	Df	Sig	Skewness	Kurtosis
Marital Status	Single	.103	234	.000	-0.771	0.025
	Married	.092	372	.000	-0.801	0.492

Table 24 shows that the significant values of OTT media watching motives for the singles with sig. = .000 ( $p < 0.05$ ). It attested that the OTT media viewing motive score for singles was not homogeneous. However, for single respondents' status, the Kolmogorov Smirnov test's significant value was less than 0.05, but in terms of Skewness (-0.771) and Kurtosis (0.025), it was between -2 to 2. It confirmed that the motive of watching OTT media for respondents who were still single was still normal. Next, the significant value of OTT media viewing motives for married respondents was sig. = 0.000 ( $p < 0.05$ ). It meant that the motive score of watching OTT media for marriage was not homogeneous. Although married in terms of the Kolmogorov Smirnov test's significant value was less than 0.05, Skewness (-0.801) and Kurtosis (0.492) were between -2 to 2. It indicated that the motive of watching OTT media for marriage was still normal. Based on the above information, to see the differences in motives of watching OTT media for this study, inferential analysis involving an independent t-test was conducted to determine the differences in terms of mean motives of watching OTT media. The results of the analysis can be shown in Table 25.

**Table 25.**Independent T-Test of motives for watching OTT media based on marital status

Group	N = 606	Mean	Standard deviation	T value	df	Sig
Single	234	7.4900	1.49870	-.136	604	.892
Married	372	7.5063	1.40012			

Table 25 shows no significant difference in OTT media viewing motives between single and married with values of  $t = .136$  and sig = .892 ( $p > 0.05$ ). Although the study's findings revealed that married (mean = 7.5063 and  $sp = 1.40012$ ) was higher than single (mean = 7.4900 and  $sp = 1.49870$ ) but it was not significant. Thus, based on statistic, there is not enough evidence to support the alternative hypothesis. It could be concluded that the motives of watching OTT media by audiences who were single and married were not different.

## Conclusion

Ergo, the study's conclusions confirmed that five hypotheses, specifically  $H_{1a}$ ,  $H_{1b}$ ,  $H_{1d}$ ,  $H_{1e}$  and  $H_{1f}$ , were not successfully proven empirically in this study. Nevertheless,  $H_{1c}$  suggested a positive and significant difference in the trend based on the motive of watching OTT media according to race was accepted. Generally, even though there is an unprecedented number of studies in this domain, and after considering Rosengren and his research team ((Rosengren et al., 1976) on the relationship between media and audience, most of them only examines the subject generally. It only tests the audience's attitudes and views about the media and media use function alone. Nevertheless, this study also considered the comments of Edelstein and Tefft (Edelstein & Tefft, 1974) and Rosengren and his team (Rosengren et al., 1976) on the theory of UGT that is based on feelings or intuitive views of the audience are inaccurate in measuring the relationship between the media and the general public make the findings of the study based on Uses and Gratification theory dubious. In reality, Uses and gratification theory only emphasizes the relationship between motive and gratification achieved as a determining factor for repetitive behaviours or defined as habits. Addictive habits are associated with a significant amount of time spent binge watching (Sjöberg, 2007). Thus, the researchers suggested that future researchers can consider these habits as mediators based on relevant theories.

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