



Media Users' Willingness to Pay for Premium OTT Media Services in Kuala Lumpur

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Abstract. The dominance of traditional media has been challenged by the emergence of a diversity of digital platforms, many of which integrate media content, as a result of media industry digital growth. Customer views regarding entertainment subscriptions have changed as a result of the rise of Over-the-Top (OTT) services like Netflix, Amazon Prime, and others. Many variables play a role in whether or not people decide to pay for an OTT service. As the streaming service market takes off, customers' willingness and ability to pay for over-the-top video services will be important. Individuals subscribe to over-the-top (OTT) services for a number of reasons, and there are also several reasons why they do not subscribe. Making users embrace OTT media services and be ready to pay for them is critical in preparing for the transition that will occur as a result of the streaming service market's growth and development. Therefore, this research aims to find out what drives consumers' decisions to subscribe to premium OTT media services and to find the correlations between customers' willingness to pay and customers' purchase decisions. This research was done in a quantitative methodology through survey questionnaires focuses on the OTT media services users in Kuala Lumpur. The theoretical underpinning for this research was directed by the Theory of Planned Behaviour. The data was handled via statistical software named SPSS and was evaluated using Pearson correlations and regression analysis to confirm the results. The normality of the data was checked by the P-P plot and Kolmogorov Smirnov normality test before going to test for the hypotheses. The findings for this study supported the hypothesis assumptions which is there is a positive significant influence in the content offering, OTT features, cost/price, and convenience between the willingness to pay for premium OTT media services which explained 84.6% variance. In addition, 28.1% variance explained the customers' willingness to pay for premium OTT media services has a strong significant impact on customers' purchase decisions. These findings may be utilised by communication practitioners and OTT media service providers to improve their offerings. The following results encourage audience members to connect through on-demand services. In the on-demand platform, viewers may interact via instant messaging and social networking. Providing users with unique content and original programmes via OTT media services may raise subscriber revenue in the

opposite direction of the lowest-price model. Subscribers pay more for exclusive content.

Keywords: OTT adoption · Over-the-top · video streaming services · OTT features · purchase decision · willingness to pay · OTT subscriptions

1 Introduction

Digital mobile media suggest a great influence of involvement to media users in embracing these technologies as a part of their background and lifestyle. However, Imma et al [1]. Clarified that since new media technologies such as digital television in Malaysia are still recently developed, the majority of studies have focused largely on their commercial and technological implications. A trend of individuals viewing various content channels simultaneously, across with the desire for fresher and exclusive content has caused too many private media houses and broadcast companies to participate and start their own OTT services. However, the profits and business model of these type of media platforms are quite the same as how traditional television channels works, which is commonly based on paid advertising. Schnauber and Wolf [2] argues that a lot of OTT platforms affirmed that the purchase that is generated through free content typically benefits from higher-paying subscription fee structure. Research shows that habit forces are a substantial predictor of media platform choice for media content and news in a sample of digital Internet users. Whereas the contents consumed usually requires a driven and attentive reception and the media users may still trust on automatic, unconscious selection processes once a routine is shaped.

Therefore, the purpose of this study conducted is to identify the determinants that influence customers willingness to pay for premium OTT services. Over-the-top service providers (OTT) that deliver real-time video content in a wide range of areas, including dramas and movies, over the general-purpose Internet represent a major challenge to the existing pay-TV industry. A cord-cutting phenomenon has begun to develop, since the current pay-TV service has been discontinued due to the popularity of the OTT service, as well as cord-cutters who have just subscribed to the service or users that exclusively use the OTT service.

Apart from that, this study is also to find out the relationship between the users' purchasing decision and their willingness to pay for premium OTT media services which leads to the adoption of OTT services among Malaysians. Nevertheless, the availability of free online video material creates a major problem for these businesses. The goal of this research is to discover the many elements that encourage a web user to pay a membership to these services rather than opt for free material.

1.1 Problem Statement

Today, a wide variety of material may be accessible through new media platforms such as YouTube, Netflix, Viu, and social media such as Facebook, Instagram, etc. Media platforms like this provide a far wider selection of entertaining material and information than conventional media, such as that provided by broadcasters. Ghalawat et al. [3]

stated that they also have fewer gatekeepers in place. The bulk of people now chooses to receive media content through new channels because of this. As a result, the use of new media has grown in popularity, particularly among Malaysians. In the fourth quarter of 2020, Viu had 30.5 million monthly active users from regions such as Indonesia, the Philippines, Singapore, Malaysia and Thailand, according to the research platform Media Partners Asia (MPA) [4].

According to a previous MPA report from January, Disney + Hotstar, one of the region's later entries into the Internet streaming market, topped the charts in Indonesia with 2.5 million subscribers. There were 1.5 million Viu subscribers, 1.1 million Vidio subscribers, and 850,000 Netflix subscribers after it. According to a prior report by [4], between September 2020 and January 2021, Indonesia added a net 3.6 million subscribers. Video traffic consumption has shown a significant growth, showing users' penetration for on-demand entertainment. It's projected that by 2025, video traffic would increase by 3.8 million users globally as well as increase by 10.9 percent from current users' penetration in Malaysia. Furthermore, according to Müller [5] this rise is mostly due to services like YouTube, OTT video-on-demand, and mobile TV services like Netflix, Viu and Amazon Prime Video. As a result, the provision of highly customized video content for Malaysia's tech-savvy Internet consumers offers promise potential for OTT service providers.

However, OTT service providers fall farther behind telecom operators in terms of acquiring and maintaining customers. To fully understand the causes for OTT services acceptance or rejection in Malaysia, it is necessary to look at both the social and cultural contexts. In light of the fact that customers' reasons for resistance and acceptance can coexist throughout the life of innovation and be explained by comparable variables.

1.2 Research Questions

To further investigate on this, several research questions were addressed in order to elucidate the answer to this problem. 1) What are the factors that influence customers' willingness to pay for premium OTT services among subscribers? and 2) What is the relationship between the willingness to pay and purchasing decisions for premium OTT media services among subscribers?

The context in which consumers are accepting OTT services at this time is critical as OTT develops as a new video content motivation. Unfortunately, there aren't enough theoretical and scholarly approaches to deciphering how and why people utilize over-the-top services (OTT). Apart from that, understanding whether consumer purchase decisions and willingness to pay for the services are crucial to measure and strategically plan for OTT market business. By using the theory planned behaviour (TPB) model, this study attempted to identify the relationship between these customers' willingness to pay and their purchase decisions. Media organizations in Malaysia must know what their audiences like and how they deal with problems. This way, they can serve up the best content to the people who watch their shows. This study could help the broadcast industry in Malaysia avoid problems and figure out what their strengths and weaknesses are in this new media era, so it could be useful for them.

2 Literature Review

2.1 Factors Influencing Consumers to Subscribe

Numerous studies found that there are many factors that could influence consumers' willing to pay for OTT media services. There are compelling reasons to subscribe to both OTT services alone and OTT services in addition to traditional cable television. All-time access, HD quality, worldwide content, and all-device access were determined to be some of the top reasons for adopting OTT. Moreover Lee [6] specified that local content, interactive features, and popularity were shown to be some of the least desired reasons for subscribing. Internet connectivity, the ability to watch at any time, and a low membership price were all key factors in the decision to subscribe to OTT services.

Among of the obvious factors is the **Content offering** as the content offered by these OTT media providers is a significant role in determining whether users would pay for them. According to one survey, the growing popularity of OTT services is mostly due to vast video content libraries. Subscribers to an audio-visual subscription have access to a vast library of video material from which they may choose and enjoy. Thus, Subramanian, Seetharaman and Maddulety [7] suggested that the primary reason why millennials favour OTT video services is for content availability. Another research supported premium content offerings, which resulted in an increase in OTT pricing, but it did maintain and attract customers to their OTT platforms. Fitting together with Song's [8] writing, the research concluded that as a consequence of greater competition, premium content prices have grown, eroding the profit margins of traditional distributors. Apart from that, another study conducted on content offering in terms of language has an impact on the capacity of locally created content to reach new markets, as well as the amount of domestic consumer interest in imported material. In 2021, Sánchez [9] described that since most OTT material is created in English, non-English-speaking markets should be spared a significant shift in content consumption to global offerings. Other markets do not have the same income potential for local content created in their original languages as English-speaking countries.

Another significant element influencing desire to subscribe to OTT media services is the **features** offered by OTT media providers. According to a study by Hesmondhalgh and Lotz [10], screen interfaces such as the traditional home screens of smart TVs, streaming media devices, set-top boxes, and gaming players, as well as video streaming services such as Netflix and Apple TV, as well as other video marketplaces, have become critical mechanisms for audiences to discover and access video content. Additionally, although content is regarded to be the medium's software, technical elements of a new system might be considered to be its hardware. The benefit of technology advancements is a critical factor that motivates consumers of media devices to embrace new systems. Additionally [10] maintains that the concrete characteristics of the technology, such as broadcast speed, storage capacity, and audio-visual quality, will cause viewers to consider the new medium as a replacement for an older medium. The comparison of online media with conventional media in which online media permit viewers to get an updated content on continuous basis, it also offers excellent search proficiencies as well as allow interaction. Moreover, online interactive structures make viewers' buying and selecting desired contents experiences much easier. The users can merely "point and

click” to order and watch the contents. As mentioned by Koo [11], the easy search capabilities, prompt delivery, and customization possibilities are among the advantages of delivering content through online platforms over traditional media platforms. Another study also finds out that there are already over 76,000 tags implemented by Netflix to identify the genre sorts of movies and TV Shows, and it suggests to each user to not only tailor their experience but also keep coming back for more personalized material. A user who likes horror movies, for example, will be recommended comparable films to keep him or her hooked on its OTT platform.

Cost and product pricing was also identified as influencing aspect in consumers' willingness to pay for OTT media service. In previous study, OTT platforms may attract customers by introducing competitive pricing that is fair, transparent, and dependable when compared to the comparable services. These platforms must ensure that the quality of the service they provide is commensurate with the membership price they are charging for it. It was Gyau and Somogyi who came up with the idea of creating a conceptual model of customer pricing satisfaction and supplier relationship performance. Moreover [7] mentioned that this model was used in the current research to better understand how subscription fees for OTT video streaming services affect customer willingness to pay. According to a different research study by Yim [12] on understanding user preferences for VOD content, the most important factor in enticing users to buy VOD material is the price; this study also identifies cost as one of the most significant barriers to IPTV adoption. In addition to that, one study discovered that there was a direct correlation between the price-conscious customers' worries and their decision to join up for a new subscription or continue with an existing one. Despite the fact that the other variables were highly predictive, Nagaraj, Singh and Yasa [13] stated that pricing remained a key factor in determining whether or not a customer would sign up to OTT media services' subscriptions.

2.2 Consumers' Purchasing Decision to Pay OTT Media Services

The **free mentality** seems to be one of the causes in deciding to pay for OTT media services. The decisions that people make about what to buy are influenced by a lot of different things, and these decisions may also be influenced by things that are very close to the people who make the decisions. One reason people decide to pay for OTT media services is because they think they should be able to do whatever they want to. So did the economic idea of giving away content in exchange for free advertising as the media and entertainment market changed over time. A service provider makes the content and sells it through online platforms in this kind of business model. Customers have to pay for the equipment they need to watch the content, but not for the content. In one study, people who use OTT media services don't have to pay to use the material they want. This means that advertising is the main source of money for these services. Lin, Hsu and Chen [14] explained, in order to make customers buy more after they already have them, the incentives are meant to make them want to buy more after they already have them. Previous research revealed that price reductions effect in the current study is classified as the attitudes generated by a price drop. The emotional channel of promotion effects may either be positive or negative. Consequently, Lee and Chen [15] clarified that customers' happiness or thrill from searching for the best pricing, consumers' views that they are

intelligent or lucky when they get a bargain, or a feeling of achievement when they pay a lesser amount are all examples of positive emotional effects.

Apart from the free-mentality, **social influences** also were brought to attention by many studies. The purchase of a good or service by others is a significant stimulant in developing a desire to consume, and social influence has been proven to be a basic antecedent to adoption behaviours. Due to people have limited reasoning because of the availability of information, time, and cognitive capacity constraints, which restrict their ability to create attitudes and opinions freely. As said by Setterstrom, Pearson and Guggenheim [16], people tend to seek others for guidance on how to think and act because they instinctively understand these constraints. It was discovered that people who make purchases online look for peer reviews to help them make a buy choice. Another reason why people are sensitive to social influence is that people like their ideas to be in line with those of others. In previous literature stated that, cognitive dissonance occurs when a person's ideas differ from those of others who are seen as being similar. Peer recommendations for a website lower the potential threat and enhance the willingness of women to buy online. Previously Setterstrom and Pearson [17] defended that fan identification and devotion are enhanced by the positive social impact of other fans. Close connections, such as family members and friends, have a higher effect on purchase decisions than personal networks, such as acquaintances who end consumers do not know well, especially when it comes to items where decision-making is seen to be tough. According to research by Akar, Yüksel and Bulut [18], people do this type of social search utilizing a variety of online sites and are seeking for user reviews that encompass of experiences, assessments that were both positive and negative feedback from past consumers.

2.3 Research Hypothesis

Research Question 1.

What are the factors that influence customers' willingness to pay for premium OTT services among subscribers?

H1₀: Content offering has a significant influence on customers' willingness to pay for premium OTT media services.

H1₁: Content offering has no significant influence on customers' willingness to pay for premium OTT media services.

H2₀: OTT features have a significant influence on customers' willingness to pay for premium OTT media services.

H2₁: OTT features have no significant influence on customers' willingness to pay for premium OTT media services.

H3₀: Cost and price have a significant influence on customers' willingness to pay for premium OTT media services.

H3₁: Cost and price have no significant influence on customers' willingness to pay for premium OTT media services.

H4₀: Convenient has a significant influence on customers' willingness to pay for premium OTT media services.

H4₁: Convenient has no significant influence on customers' willingness to pay for premium OTT media services.

Research Question 2

What is the relationship between the willingness to pay and purchasing decisions for premium OTT media services among subscribers?

H5₀: There is a significant relationship between willingness to pay and purchasing decisions for premium OTT media services among subscribers.

H5₁: There is no significant relationship between willingness to pay and purchasing decision to pay for premium OTT media services among subscribers.

2.4 Theory Planned Behaviour

People usually decide and subscribe to the OTT media services that fit them best. But each person's purchase is a direct response to a problem they're trying to solve. Consumers make decisions about products and services. To put it another way, it is the process of gathering and processing information, analysing it, and choosing the best way to solve a problem or make a purchase. Thus, the researcher chose TPB to guide this study. The Theory of Planned Behaviour is a popular paradigm for studying pro-environmental behaviour. It's been applied to purchase intention, transportation choice, energy use, water efficiency, food choices, and ethical investing. The TPB says the easiest approach to forecast future behaviour is to ask individuals whether they plan to act a specific manner. A purpose won't be carried out if it's physically impossible or if unanticipated obstacles arise.

As anticipated by the model, attitudes, subjective norms, and perceived behavioural control drive intention, which predicts behaviour. Using these critical dimensions and the goal, demographic variables may have affected behaviour. Attitudes, subjective standards, and a person's impression of control predict future behaviour. Knowing one's objectives helps anticipate behaviour. Perceived behavioural control evaluates the abilities needed to express behaviours and the chance of reaching goals. Perceived behavioural control should affect behaviour directly. Ajzen [19] also clarified that actual behaviours result in other's comments on expected behaviours. The TPB model suggests that customers choose among many courses of action based on their expected overall benefits. Therefore, the Theory of Planned Behaviour is a "rational choice model". Attitude is a person's assessment of behaviour's consequences. Attitude is how favourably or unfavourably a person views an action or product. Subjective norms reflect what others perceive of people's behaviours. Perceived social pressure to perform is a subjective standard. Perceived behaviour control is how a person sees a behaviour being dominated. According to Ajzen and Driver [20] in 1992, perceived behavioural control is dependent on experiences and anticipated uncertainties. In TPB, attitudes are a mix of positive and negative feelings towards an occurrence. People who think positively about a behaviour's outcomes are more likely to embrace it. The impact of others on one's subjective norms cannot be overlooked while participating in a given behaviour. Behavioural control is the examination of factors that influence specific behaviours.

The TPB helped this study analyse survey results on willingness to pay and buying choices. Hence [19] said TPB has investigated purchasing intentions an several research suggest TPB explains online buying intentions as in social psychology, attitude most often correlates to a thing's economic worth. An attitude is a positive or negative evaluation of a product or event. Therefore, based on three dimensions of TPB, there researcher

was looking to identify consumers' willingness to pay for premium OTT services through the factors that influence the decisions which is the content offering, OTT features, Price and Convenient (Fig. 1).

2.5 Theoretical Framework

3 Methodology

This study is carried out using quantitative methods, with the primary goal being to investigate the scientific study of a specific occurrence. This research technique entails the use of hypothesis testing, and the research questions include the collection of data via the use of quantitative research mechanisms. The data collecting approach employed in this study was the distribution of sets of questionnaires to a group of focused respondents who were devoted to participating. An information gathering tool such as a questionnaire, which is comprised of a sequence of questions and other stimuli, is used to gather information from respondents in a survey. The survey was carried out online, and the sets of questions were sent by email, social media platforms, and online communication tools such as WhatsApp and Telegram, among other means. This study focused on Kuala Lumpur-based OTT subscribers. The sample was restricted to residents of Kuala Lumpur, Malaysia's capital city, which has a high concentration of highly compensated professional personnel and expatriates, making it an ideal site for international business growth as well as a vital hub for urban communication. This research surveyed 385 respondents and used the Krejcie and Morgan sample size table to get the sample size guidance. According to a 2021 Nielsen survey through data from Department of Statistics Malaysia [21], Malaysia has 14.1 million OTT users and 1.2 million media streaming subscribers in Kuala Lumpur. Department of Statistics Malaysia also estimates Kuala Lumpur's population at 1.7. Most subscribers are aged above 15 and independently employed. Therefore, this study at least needed 384 samples to be valid.

To strengthen the reliability of this study, the survey was pre-tested. The questionnaire ought to be simple to comprehend and have the number of questions needed to quantify

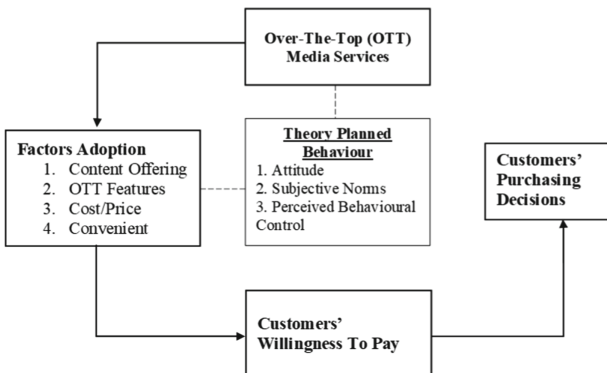


Fig. 1. Theoretical Framework illustrating the relationship between customers' Willingness to Pay and Customers' Purchase Decisions

Table 1. Krejcie and Morgan table

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size

"S" is sample size

Krejcie, Robert V., Morgan, Daryle W., "Determining Sample Size for Research Activities", Educational and Psychological Measurement, 1970.

the event in the study questions. After pilot test was conducted, the results were analyzed via Cronbach Alpha reliability test and the sets of questionnaires had gone through content validity check to test the clarity and distinctiveness of the tools, where a draught questionnaire was distributed to research supervisors and academicians (Table 1).

4 Findings

According to demographic data acquired via analysis, 50.6 percent of survey respondents were female, 49.1 percent were male, and 0.03 percent did not declare their gender. Additionally, those aged 18 to 30 made up the majority (51.4%), followed by those aged 31 to 49 (31.7%), those aged 50 and beyond (10.4%), and those aged 10 to 17 (10%). (6.5 percent) (Table 2).

Table 2. Respondents' Demographic Descriptive Analysis (N = 38)

Demographic		Frequency (<i>f</i>)	Percentage (%)
<i>Gender</i>	Female	192	50.6
	Male	189	49.1
	Prefer not to say	1	0.03
<i>Age</i>	10–17	25	6.5
	18–30	198	51.4
	31–49	122	31.7
	50 and above	40	10.4
<i>Education</i>	Primary & Secondary School	44	11.4
	Diploma & Degree	297	77.1
	Master & PHD	44	11.4
<i>Ethnicity</i>	Chinese	88	22.9
	Indian	79	20.5
	Malay	181	47.0
	Others	37	9.6
<i>Occupation</i>	Government Sector	43	11.2
	Private Sector	208	54.0
	Self Employed	56	14.5
	Unemployed/Student	78	20.3

Table 3. Model Summary Multiple Regression on IV (Convenient, Content, Cost, Features) and DV (WTP)

Model Summary									
Model	R	R2	Adjusted R2	Std. Error of the Estimate	Change Statistics				
					R ² Change	F Change	df1	df2	Sig. F Change
1	.920 ^a	.846	.845	.15051	.846	523.847	4	380	.000

a. Predictors: (Constant), Convenient, Content, Cost, Features.

b. Dependent Variable: WTP.

4.1 Multiple Linear Regression Analysis on Independent Variables (Content Offering, OTT Features, Cost and Convenient) and Dependent Variable (WTP)

Table 3 demonstrated that R Square is 0.846, which means 84.6% variation in dependent variable (Willingness to Pay) can be explained by independent variables (Content Offering, OTT Features, Cost and Convenient). However, another 15.4% cannot be explained in this study. This analysis also showed that there are no auto-correlation issues as the significant F change is 0.000. It also signified the p value indicated p value = 0.00 which is the p value < 0.05, confirming that this regression model is significant and acceptable (Table 4).

The hypothesis test if Content Offering, OTT Features, Cost and Convenient carries significant influence on Willingness to Pay for premium OTT services. The dependent variable (Willingness to Pay) was regressed on predicting variables (Content Offering, OTT Features, Cost and Convenient) to test the hypothesis H1, H2, H3 and H4.

Table 4. Summary of Multiple Linear Regression on IV (Convenient, Content, Cost, Features) and DV (WTP)

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	t-value	p-value	Hypothesis Supported?
H1	Content - WTP	.608	.846	523.847	22.322	.000	Yes
H2	Feature - WTP	.398			13.489	.000	Yes
H3	Cost - WTP	.097			3.572	.000	Yes
H4	Convenient - WTP	-.127			-5.099	.000	Yes

Table 5. Model Summary of Linear Regression on IV (WTP) and DV (Purchase Decisions)

Model Summary									
Model	R	R2	Adjusted R2	Std. Error of the Estimate	Change Statistics				
					R ² Change	F Change	df1	df2	Sig. F Change
1	.530 ^a	.281	.279	.37892	.281	149.801	1	383	.000

a. Predictors: (Constant), WTP.

b. Dependent Variable: Purchase Decisions.

Table 6. Summary of Linear Regression on IV (WTP) and DV (Purchase Decisions)

Hypothesis	Regression- Weight	Beta Coefficient	R ²	F	t-value	p-value	Hypothesis Supported?
H5	WTP – Purchase Decision	.530	.281	149.801	12.239	.000	Yes

4.2 Simple Linear Regression Analysis on Independent Variables (WTP) and Dependent Variable (Purchase Decisions)

Table 5 demonstrated that R Square is 0.281, which means 28.1% variation in dependent variable (WTP) can be explained by independent variables (Willingness to Pay). However, another 71.9% cannot be explained in this study. This analysis also showed that there are no auto-correlation issues as the significant F change is 0.000.

Based summary on Table 6 below, it showed that the p value indicated p value = 0.00 which is the p value < 0.05, confirming that this regression model is significant and acceptable. The hypothesis test if Willingness to Pay carries significant influence on customers Purchase Decisions for premium OTT services. The dependent variable (Purchase Decision) was regressed on predicting variable (Willingness to Pay) to test the hypothesis H5. Willingness to Pay significantly predicted customer’ Purchase Decision for premium OTT services, $F(1, 383) = 149.80, p < 0.001$, which indicates that Willingness to Pay can play a significant role in shaping the customers’ Purchase Decision ($b = .883, p < .001$). This results clearly direct the positive effect of the Willingness to Pay. Moreover, the $R^2 = .281$ indicated that the model explains 28.1% of variance in customers’ Purchase Decision (Table 6).

4.3 Discussions

Based on the analysis results from this study, there are four factors that significantly influence customers’ willingness to pay for premium OTT media services. First factor is **Content Offering (H1)**. Customers are willing to pay for premium OTT services if the content offered meet their needs and satisfaction such as wider library collections, variety of contents selections, and exclusive contents. The study also found that content offering has the highest significant factors in retaining current subscribers and possible customers to subscribe to premiums OTT media services.

Therefore, the first component identified as highly predictive of subscription behaviours, quality was determined to be the most important. This factor included video and streaming quality, the quality of subtitles supplied for worldwide material, and the assortment and diversity of content. In addition, second factor is **OTT Features (H2)** was also significantly influencing the willingness to pay for premium services. It was shown that interactive elements such as the ability to store and download material, the ability to rate and review information, the ability to share content on social networking platforms and other options were significant predictors of premium OTT media services membership. Third factor is **Cost (H3)**. It seems that Cost did have a significant influence, however cost turned out to be not as highly significant as Content Offering and OTT Features. The expense of cable and the influence it has on the decision to purchase

Internet streaming services are the next two considerations. The majority of buyers want a product that offers excellent value at a fair price. The most prevalent criticism levelled towards cable television is that the costs are too high. Subscriptions to online streaming services have grown in popularity as results of they are being provided at a much cheaper price in exchange for the many additional features. Additionally, previous research did find a substantial association existed between price-conscious consumers' concerns and their choice to sign up for a new subscription or renew an existing one. Despite the strong predictive power of the other factors, [7] also indicated that cost remained a critical element in deciding whether or not a client would subscribe to OTT media services. Forth factor is **Convenient (H4)**. However, Convenient appears to be the least concern in determining the willingness to pay for premium OTT media services among the other three factors but it does have significant influence towards the willingness to pay. In this study, many respondents agreed that the simplicity with which they can utilize and adapt to these platforms is considerably greater than the amount of clutter they had to cope with on television. Additionally, Katherine and Chen [22] affirmed that customers in today's fast-paced, time-constrained environment will turn to OTT platforms and applications that make banking, shopping, making travel arrangements, and planning events more convenient. A company's marketing strategy should focus on how the OTT brand's benefits complement the customer's increased requirement for mobility.

Based on this study also, it demonstrated that there a significant relationship between the **willingness to pay** for premium OTT media services and **customers' purchase decision**. Price had the least impact on SVOD purchasing intentions, as predicted. In other words, as the cost of an OTT media services membership rises, fewer people will choose to do so. Price and cost are the most important determinant of online content willingness to pay, according to prior research. However, social influences do influence the willingness to pay and cause the purchase decision rate positively higher. This suggests that social pressure may have a significant impact on a person's decision to sign up for an SVOD service. In order to boost social pressure and drive word-of-mouth, SVOD marketers might develop a marketing strategy that focuses on producing social buzz or viral information. Campaigns to entice existing members to spread the word about the platform's content and/or SVOD subscriptions may also be devised, and users could be rewarded with discount vouchers if they spread the word about the app or its content to a certain number of people.

Therefore, customers' willingness to pay for these services was influenced by the people that these subscribers surrounded with such as their peers and colleagues which they thought that these OTT media services are convenient, affordable, excellent content compared to conventional media and it comes with interesting features. These OTT media services provided alternative activities for the subscribers to consume media in a much simpler convenient and affordable way and made the subscribers engage in this behaviour in a controlled manner. For example, People are able to watch their favourite program at home without having to go to the cinema and feel stuffed at home due to the restriction movement order. Thus, subscribers have great control of what, where, and when they wanted to watch media content. This illustrates the perceived behavioural control in the TPB. According to the findings of this study, the respondents who took part in it follow current trends and, as a consequence, have developed good views about

the premium OTT media services. They also utilize social media to discuss their online watching experiences through OTT media services. This is associated with willingness to subscribe by reviewing from social influences. It's clear that this generation of subscribers has grown used to living a life in which they are constantly reliant on the Internet for practically everything they do. Therefore, the Internet has become a way of life for them, and they have the perceived behavioural control that is required since they have learnt to utilize the Internet and are able to recognize and eliminate threats.

5 Conclusions

Based on the findings and discussions in this study, the researcher concluded, it was discovered that the content offered, OTT features, affordability (price), and convenience all play a significant influence in the appraisal process of a business. A social structure's degree of interaction with other constructs can only be determined by evaluating the interactions between constructs occurring at various levels of that structure. The variety, premium, and exclusive *content* offered in OTT media services determined to what extent the subscribers willing to pay for the premium services. For example, maybe there are some of the content that exclusively available for that particular platform or how immediate that platforms can make avail the film that currently showing in theatre. Next is in terms of the *OTT features*, it is also significantly affecting the intentions to subscribe to premium services as the subscribers are looking for some features that is eye catching, easy to navigate and interactively communicate with them based on technology that the platforms have. For instance, the recommendation personalization features that always refreshing based on the subscribers' habit of watching and types of content that they watched. The OTT platforms and subscribers' engagement also helps to influence their willingness to pay for these services. Apart from that, *price* also has a significant influence as the subscribers tend to compare the offers from other OTT media services based on their package and how worthy the package is offered looking at the content and other factors. Lastly, *convenience* also play part in determining the willingness to pay for premium services as the subscribers wanted services that is easy and has mobility to operate based on their lifestyle. Final thoughts: the findings support the notion that a subscriber's willingness to pay has a substantial impact on the subscribers' choice of whether or not to subscribe to premium online video services (OTT).

According to the model of the TPB implies that consumers make choices by weighing the costs and advantages of several factors and selecting the one that maximizes their predicted the most benefits out of the alternatives that the consumers have. Therefore, the subscribers do evaluate and comparing all the alternatives of OTT media services that available to them, and they are willing to pay for the premium services offers based on certain criteria that gives great impact and satisfaction in their decision to purchase. In this case, the criteria could be the price, convenience, content offering and the OTT features. If these criteria are met, the subscribers won't hesitate to pay and subscribes because if they have made wrong purchase decisions, they would regret it and there might be a few concerns that the subscribers may thought of such as no cancellation policy, monthly commitment, lack of content variety and etc.

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