

PERCEPTION OF CONVENTIONAL TV AND OTT VIDEO STREAMING PLATFORMS
AMONG UNIVERSITY STUDENTS IN KLANG VALLEY

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APPROVAL FOR SUBMISSION

This research paper attached hereto, entitled “Perception Of conventional TV And OTT video streaming platforms among university students In Klang Valley.” prepared and submitted by Chan Hern Xi in partial fulfillment of the requirements for the Bachelor of Communication (Honours) Broadcasting is hereby accepted.

Date: 8th May 2023

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ABSTRACT

In the past 10 years, over-the-top (OTT) video streaming platforms have slowly emerged in the market, challenging the dominance of conventional TV. The improved viewing experience of the OTT platforms has changed the viewing behaviour of the audience and caused dissatisfaction towards conventional TV. Therefore, this study explores (1) the preference of conventional TV and (2) OTT platforms among university students in Klang Valley by using the seven components of uses and gratification approach and (3) the indulgence level towards conventional TV and OTT platforms. This study was conducted on 100 university students from Klang valley who have watched TV within the past year and are user of OTT video streaming platforms. The data is collected with a quantitative research method in the form of online survey questionnaire using google forms. Uses and gratification (U&G) theory and Technology Acceptance Model (TAM) are adopted in this study to explain the findings. The findings show that the respondents prefer OTT platforms over conventional TV in all seven components of U&G theory. However, the respondents had lower satisfaction with the information and financial benefit components on both conventional TV and OTT platforms.

Keywords: Conventional TV, OTT video streaming platforms, university students, Uses and gratification theory, Technology Acceptance Model (TAM), indulgence level

DECLARATION

I declare that the material contained in this paper is the result of my own work and that due acknowledgement has been given in the bibliography and reference to ALL sources be they printed, electronic or personal.

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Chapter 1

RESEARCH BACKGROUND

The advent of the internet and digitalization has brought about significant changes in every aspect of our world, and our daily lives have become increasingly reliant and inseparable from them. As technology continues to advance, mass media platforms are continuously evolving to provide more convenience and improved user experiences. TV has traditionally been a major source of news and entertainment, but its dominance has been challenged by the emergence of over-the-top (OTT) video streaming platforms.

The emergence of OTT video streaming platforms has posed a challenge to the position of conventional TV in Malaysia. Major conventional TV stations in Malaysia, such as Astro, Media Prima, and RTM, have been affected by the rising popularity of OTT video streaming platforms. Despite a 49% increase in viewership during the Movement Control Order (MCO) period, popular OTT video streaming platforms like Netflix, Viu, Disney+ Hotstar, Amazon Prime TV, iFlix, and iQiyi have been gaining more traction and taking over the viewership of conventional TV in Malaysia (Low, 2022; Nielsen, 2020). According to the report of Research Dive entitled “*Global Over-The-Top (OTT) Market.....*” (2022), the global OTT market is predicted to generate a revenue of \$438.5 billion by 2026, rising the CAGR by 19.1% from 2019 to 2026. iQiyi, one of the most popular OTT video streaming platforms in Malaysia has experienced significant growth in its active user base, with a 1.8 times increase from January to December 2020 and 78% of daily active users by the first half of 2021 (Gomes, 2022). Moreover, a whopping 80% of iQiyi's users consume content through their mobile devices, indicating a trend towards mobile consumption of media.

Accessibility and availability of the internet are the key factors that contribute to the expansion of OTT video streaming platforms (Sadana & Sharna, 2021). According to Kemp (2022), there are 29.55 million Malaysians have internet access which is 89.6% of the total

population in Malaysia. Furthermore, there has been a significant improvement in internet speeds in Malaysia. The median internet speed of mobile data is 24.56 Mbps which increase of 50.4% compared with 2021, while the fixed median internet speed is 74.84 Mbps which increase of 44.1% during the same period. As a result, accessing content from OTT video streaming platforms is no longer a major challenge for Malaysians, given the ease with which they can now access the internet.

The University students of this era is made up of Generation Z, which is the first cohort to have grown up with immediate and widespread access to the internet. As a result, they are more likely to consume content through online platforms, rather than traditional television. Traditional media is not even a consideration for most of them, as they have never experienced a world without smartphones and smart TVs. In fact, 51% of Gen Z stream TV for more than an hour a day, although they also spend much of their time browsing other forms of media on their phones. Given their media consumption habits and their significant influence on the market, Gen Z represents a crucial consumer base for media companies. Therefore, it is imperative for these companies to understand their perceptions of conventional TV and OTT platforms to remain competitive and relevant in the changing media landscape (Zendejas, 2023).

1.1 Problem Statement

A challenging problem which arises in this domain is the bloom of the OTT video streaming platforms has changed the viewing behaviour of the audience. In the past, the audience can only watch limited TV content from limited channels with a fixed schedule (Vijayan, 2022). However, the launching of OTT video streaming platforms has provided an alternative to the audience. It provides convenience as it can be used anytime, anywhere and anyone can use it (Jain, 2021). It can provide information, and entertainment and relieve stress just like conventional TV but has more freedom in choosing and accessing the contents (Isa et al., 2021). It eliminates the need for viewers to sit in front of a television at a specific time and can instead be accessed through a mobile device or TV, offering the flexibility to watch anytime and anywhere without restrictions.

The emergence of over-the-top (OTT) video streaming platforms has introduced a new concept known as "binge-watching", which allows viewers to watch entire seasons or series in one sitting, rather than having to wait for new episodes to air each week. This concept has been popularized by Netflix and has proven to enhance viewers' immersion in the story, leading to increased enjoyment and a greater likelihood of recommending the platform to others, resulting in more consumers subscribing to Netflix (Al-Ghamdi, 2022). Furthermore, binge-watching has earned a lot of popularity because it satisfies audiences' relaxation and completion needs (Sadana & Sharna, 2021). It has also significantly improved the viewing experience of consumers by enhancing their immersion in the story of drama series (Steiner & Xu, 2020).

The improved viewing experience of OTT video streaming platforms has caused dissatisfaction towards conventional TV (Menon, 2022). Conventional TV has experienced a decline in its number of subscribers and this trend is expected to continue from 2021 onwards. In July 2021, the number of subscribers reached a peak of 7.65 million subscribers but it drops tremendously in September 2021 to 6.75 million subscribers (MCMC, n.d.). Astro, the largest

TV station in Malaysia has faced a decline of subscription revenue by 9% in 2020 Q4, while the advertising revenue for TV declined by 18% (Tan, 2020).

Although the subscription revenue has dropped, Astro still remained at 72% of household penetration in Malaysia (*Quick Facts FY22*, n.d.). There is still a high percentage of consumers subscribing to Astro because it has implemented some measures to adapt to the shifting of current consumer viewing behaviour to prevent being died out from the market. Astro has collaborated with the OTT video streaming platforms like iQiyi, Disney + Hotstar, Netflix, TVBAnywhere+, and HBO Go, with intention of adding 6 more OTT video streaming platforms in 2023. This collaboration has provided convenience for consumers as they can browse Astro channels and these OTT channels within the Astro interface (Razak, 2022). Astro makes an effort to integrate into the market trend by introducing its own OTT app called Astro Go which enables consumers to watch Astro's content through mobile devices. Astro also released another OTT app, Sooka to penetrate the young millennials who prefer consuming online content through mobile devices and are not Astro users market. Furthermore, Astro also offers an affordable package, NJOI to keep the consumers who want to cancel their pay-TV subscription and slow down the cord-cutting momentum (Hazim, 2021).

There are previous studies on OTT video streaming platforms changing consumers' viewing patterns and impact on pay-TV subscriptions in South Africa (Udoakpan & Tengeh, 2020; Tengeh & Udoakpan, 2021) and the preference of consumers towards OTT video streaming platforms and conventional TV in India (Sadana & Sharna, 2021; Sahu, Gaur & Singh, 2021), but there are very few studies are in a Malaysian context. Malaysia's market could be very different from other countries due to different TV culture, smaller number of TV stations, and a relatively smaller market size compared to countries like South Africa and India. Prior research has had a broad sociodemographic range, including students and senior citizens,

but there is a lack of research that specifically focuses on university students. As the next generation of consumers, university students are likely to be the ones who pay for and consume TV and online content the most, making their preferences a crucial factor in determining future trends. These have created a significant gap to be explored in this study.

1.2 Research Objectives

- 1) To investigate the preference of university students in Klang Valley towards conventional TV by using the seven components of the uses and gratification approach. (Information, Relaxation, Convenience, Entertainment, Ease of use, Social Interaction, Financial Benefit)
- 2) To investigate the preference of university students in Klang Valley towards OTT video streaming platforms by using the seven components of the uses and gratification approach.
- 3) To determine the indulgence level of university students in Klang Valley towards conventional TV and OTT video streaming platforms.

1.3 Research questions

- 1) What is the preference of the university students in Klang Valley towards conventional TV using the seven components of the uses and gratification approach?
- 2) What is the preference of the university students in Klang Valley towards OTT video streaming platforms using the seven components of the uses and gratification approach?
- 3) What is the indulgence level of university students in Klang Valley towards conventional TV and OTT video streaming platforms?

1.4 Significance of the study

The main contributions of this study can be summarised as follows:

Firstly, it can provide useful insights for Malaysian Entertainment Broadcasting TV stations such as Astro and Media Prima to enhance their current services and introduce new services or collaborations in line with the current market trend based on consumers' preferences. Secondly, it can assist OTT video streaming platforms in developing better content and improving their service for an improved viewing and consuming experience. Thirdly, it can offer valuable information for both TV stations and OTT video streaming platforms to gain a better understanding of Malaysian university students' viewing behaviour and develop more effective marketing strategies accordingly.

Chapter 2

LITERATURE REVIEW

2.1 Conventional TV

Television has been a significant part of popular culture since its inception in the 1920s. It has undergone several transformations over the years, from bulky black-and-white TV to today's 8K Ultra HD, Smart TV that is connected to the internet with a lot of channels and services (Hult, 2021).

Television has undergone significant changes over the years and now offers a range of options to meet the diverse needs of viewers. Android TV is an operating system for smart TVs that is based on Android and was developed by Google, which enables access to several popular OTT platforms, including Netflix, Amazon Prime Video, and Disney+ Hotstar and music streaming apps like Spotify (*androidtv*, n.d.). Additionally, Android TV offers users the ability to cast their computer or smartphone screen onto the TV with Chromecast and access YouTube and Spotify. Google Assistant is also available, allowing users to use voice commands (Bohlooli, 2022). However, it's important to note that Android TV doesn't have any built-in traditional TV channels. Viewers must subscribe to TV providers or download apps or connect cables to watch TV channels.

2.1.1 Conventional TV in Malaysia

In Malaysia, the three major television stations are RTM, Astro, and Media Prima. These companies produce various content and own television channels, which are then broadcasted through various television service providers.

RTM, or Radio Television Malaysia, is a government-owned public broadcasting company that operates six television channels and 34 radio stations. The six channels include TV1, TV2, TV Okey, Berita RTM, Sukan RTM, and TV6. These channels can also be accessed online or through RTMKlik (*Latar Belakang*, 2021).

All-Asian Satellite Television and Radio Operator which is known as Astro is a Malaysian satellite television and IPTV provider owned by Astro Malaysia Holdings Berhad and operated by MEASAT Broadcast Network Systems Sdn. Bhd. In addition to being a TV provider, Astro also creates its own content and has over 30 self-produced TV channels, such as Astro AEC and Astro Awani, as well as approximately 20 radio stations, including Hitz FM and My FM (*CONTENT GUIDE*, n.d.).

Media Prima is the largest media company in Malaysia with a comprehensive range of media-related businesses, including television, print, radio, out-of-home advertising, content creation, commerce, and digital media (*Who We Are*, n.d.). It owns and operates four television channels: TV3, 8TV, DidikTV KPM (formerly known as ntv7), and TV9. In addition, it also owns and operates five radio stations, including Buletin FM, Fly FM, 8FM, Hot FM, and Molek FM.

In Malaysia, there are several major TV providers, one of which is myFreeview. This provider offers digital terrestrial TV services, which include 16 free-to-air channels such as TV1, TV2, TV3, 8TV, NTV7, Bernama TV, and Berita RTM, as well as 11 radio stations, 10 of which are under RTM and 1 is Bernama radio (*MYTV for Everyone!*, n.d.). One only needs to pay for the decoder once and there are no further subscription fees. The service covers the

whole of Malaysia, including both east and west Malaysia (*Coverage areas*, n.d.). According to Aliman (2017), the population reach of myFreeview was as high as 87%. There are plans to collaborate with OTT platforms and develop a pay-TV service, but this has not yet been implemented yet (Ong, 2020).

NJOI is a similar TV service to myFreeview. It is under Astro and is a subscription-free satellite TV with a one-time payment of RM399, which includes the decoder, setup, and RM20 prepaid voucher (*Get NJOI Now*, n.d.). The users only need to pay for the decoder once and there are no further subscription fees. However, NJOI offers a wider range of channels with additional prepaid fees. The free channels include 18 FTA channels and 20 radio channels, while additional pay channels can be purchased in a package or separately. For package options, users can choose between 15 or 30 days, while separate channels can be purchased for 3, 7, 30, or 90 days (*NJOI BOX PROMOTION RM379*, n.d.).

Astro is a well-known satellite TV and IPTV provider in Malaysia. It offers a wide range of packages, which include various channels and some even offer popular OTT channels such as Netflix, Disney+ Hotstar, iQiyi, and Viu. Unlike myFreeview and NJOI, Astro is a subscription-based service that requires a monthly fee to access the channels. Customers who wish to subscribe to their packages also need to sign up for a minimum of a 2-year contract. The price range for the packages starts from RM59.99 and goes up to RM194.99. Although Astro is on the pricey end, it provides a large variety of channels and services like Astro Go, an app that allows users to watch their favourite TV shows on different devices such as computers and smartphones from anywhere. Additionally, Astro offers cloud recording which enables users to store their favourite TV shows and watch them anytime they want (*Astro*, n.d.). Astro has also introduced a new decoder, the Astro Plug and Play Box which does not require a satellite dish, but instead only needs to be plugged in and connected to the internet (*Now you can get Astro without satellite dish!*, n.d.).

Unifi TV is an IPTV service in Malaysia that offers over 70 channels, including both local and international options like tvN, BBC, Al Jazeera, nickelodeon, and CCTV-4 (*CHANNELS*, n.d.). In addition to TV channels, Unifi TV also includes popular OTT video streaming platforms such as Viu, Disney+ Hotstar, Netflix, iQiyi, Amazon Prime, and WeTV (*STREAMING APPS*, n.d.). Customers can access Unifi TV through its app, unifi playTV, and are entitled to two free mobile devices for watching. There are three RM30 packages targeting the Malay, Chinese, and Indian markets separately, and an ultimate RM60 package that includes everything (*ULTIMATE PACK*, n.d.). In 2020, Unifi TV updated its app to allow subscribers to download it on other Android TV devices without the need for the Plus Box (Chapree, 2020).

According to Nielsen (2020), the implementation of the Movement Control Order (MCO) in Malaysia has led to a significant increase in TV viewership, with an average rise of 30%. This means that in January, the total daily viewing hours were around 29 million, while by April 12, they had increased to 43 million, which is a remarkable 49% increase. The rise in viewership was observed in both free-to-air and paid-for platforms, indicating a widespread trend. However, there appears to be a slight decline in TV viewership from March to April 2020. As of May 2023, the 2022 Television Audience Measurement data is not available. However, considering the observed downward trend from March to April 2020 and the fact that the Movement Control Order ended in 2021, it is very likely that TV viewership has decreased since then as people have returned to their pre-pandemic routines.

According to Parrot Analytics (2021), the genres that Malaysian audiences demand most are drama (34.9%), followed by Animation (14.8%). Malaysians are known for their love of drama series, which has been a staple in their entertainment industry for many years. There are several reasons why Malaysians enjoy watching drama series.

Firstly, drama series provide an escape from reality and allow viewers to enter a world of fantasy, where they can forget about their daily struggles and immerse themselves in the lives of the characters. This can be a form of relaxation and stress relief for many Malaysians.

Secondly, drama series often deal with relatable issues such as love, family, and friendships, which can resonate with viewers and create a sense of emotional connection. Many Malaysians enjoy watching dramas that reflect their own cultural values and traditions, as well as those that explore universal themes.

Finally, drama series often provide a platform for talented Malaysian actors, writers, and directors to showcase their skills and creativity, which can be a source of national pride and identity for Malaysians. Overall, the popularity of drama series in Malaysia is driven by a combination of escapism, relatability, and cultural pride.

2.1.2 Cord-shaving and cord-cutting

The study by Fudurić, Malthouse, and Viswanathan (2018) as cited in Fudurić, Malthouse, and Lee (2020) predicts a significant shift in the customer base of content distributors with an additional 10% decrease in cable TV subscribers and an increase in cord-cutters. This shift is due to the rise of OTT media platforms which offer a better overall user experience, greater choice, and more control over traditional cable TV. The concept of cord-shaving has emerged as consumers opt for cheaper and more basic pay TV subscriptions. According to Fudurić, Malthouse, and Lee's (2020) research, households that consume more online video content are more likely to engage in cord-shaving, whereas those who watch more live programming such as news or sports are less likely to do so. Moreover, individuals who prefer drama, documentary or comedy genres are more likely to shave the cord since such content is readily available on OTT platforms.

The same applies to the cord-cutting phenomena, where the emergence of Over-The-Top (OTT) TV services is a major contributing factor, with consumers increasingly favouring OTT options over traditional pay-TV operators due to various reasons such as rising subscription fees, the option to select preferred channels, and the convenience of consuming content anytime anywhere (Tengeh & Udoakpan, 2021). Cord-cutting is the act of cancelling traditional cable television subscriptions and adopting internet streaming services as the primary means of accessing TV content. This phenomenon has been driven by cost savings and age, with younger consumers opting for newer technologies that offer price-savings and technological benefits (Massad, 2018 as cited in Tefertiller, 2020). Members of Gen Z and Millennials are more likely to be cord-cutters than Gen X, with Millennial males being the most likely group to do so (Statista, 2017 as cited in Kim et al., 2021). It is because of the relatively high cost of purchasing a TV set and setup box, which they consider an expensive investment when compared to a laptop that can be used for multiple purposes (Tengeh & Udoakpan, 2021). Furthermore, since this demographic may not have a stable income, the constant increase in subscription fees for traditional pay-TV operators makes OTT services a more affordable and convenient choice for their lifestyle. The perceived ease-of-use of streaming is a significant advantage, best explaining the relationship between frustrations with the technological deficiencies of television and cable cord-cutting. According to Tefertiller (2020), the two primary factors driving cord-cutting adoption are value and advertising avoidance, with many consumers perceiving cable subscriptions as exceeding the cost of streaming subscriptions.

According to Premium Times (2020), during the COVID-19 pandemic in the US, 1.8 million households terminated their pay-TV subscriptions due to unemployment, increasing subscription fees, and the lack of live sports. However, in certain markets like Korea, pay-TV operators have merged their services with OTT TV services to keep their customers.

Meanwhile, in South Africa, pay-TV subscription services are expected to remain popular over OTT TV services, due to access to live content, sports events, breaking news, and affordable broadband data. In Malaysia, Unifi TV and Astro have adapted well to the current trend by partnering with OTT platforms. This strategy caters to the diverse needs of families, as it allows older generations to watch traditional TV channels while younger generations can access OTT content. This approach satisfies both demands and provides a better viewing experience for everyone.

2.2 OTT video streaming platforms

OTT (Over-the-top) video streaming platforms refer to digital platforms that provide video content directly to viewers over the internet, without requiring a traditional cable or satellite TV subscription. Examples of OTT video streaming platforms include Netflix, Amazon Prime Video, Disney+ Hotstar, iQiyi, and many more.

According to Kris (2022), the top 5 OTT video streaming platforms in Malaysia are Netflix, iQiyi, Disney+ Hotstar, Viu, and Amazon Prime Video. Among these platforms, Netflix is the most popular, with a wide range of content offerings. As of April 24 to April 30, 2023, *The Glory* has been on the top 10 most watched Netflix series in Malaysia for 16 weeks, making it the most popular drama in the first half of 2023 (*Top 10 By Country*, n.d.).

According to Sadana and Sharna (2021), OTT video streaming platforms offer 4 forms of services. Advertising Video on Demand (AVoD), which allows users to access content without any charge, but with advertising. The platforms earn revenue through the ads displayed to users. For example, YouTube, Pluto TV, Rakuten TV, and Tubi. AVoD is now the second most common method of monetizing videos, right after Subscription Video on Demand (SVoD). However, some experts predict that AVoD will eventually become more popular than SVoD (*TVOD (Transactional video on demand)*, n.d.).

The second type of OTT video streaming platform is called Subscription Video on Demand (SVoD). These platforms offer users unlimited access to content in exchange for a recurring subscription fee (Sadana & Sharna, 2021). The largest companies in the market are Netflix and Amazon Prime Video. Under the SVoD model, viewers pay a regular fee to access the platform's library of video content, which they can watch as much or as little as they want as long as they continue to pay the fee. This model is the most common form of video monetization and is used by successful providers like Netflix, Amazon Prime Video, and HBO. Unlike TVOD, which charges a one-time fee, SVoD requires ongoing subscription payments to access the platform's library (*TVOD (Transactional video on demand)*, n.d.).

The third form of OTT video streaming platforms is known as "Freemium". According to Sadana and Sharna (2021), this model provides users with some services for free, but with certain limitations. Freemium is a hybrid model that combines aspects of both AVoD and SVoD. In this model, users can access some content for free, but if they want to access more premium content or advanced features, they need to pay a subscription fee. Disney's Hotstar, Sony Liv, Zee5, and Alt Balaji are some of the players in this field that generate revenue through Freemium.

The final model of OTT video streaming platform is Transactional Video on Demand (TVoD), which requires viewers to pay a one-time fee to access a specific show or live event, rather than providing access to the entire library (Sadana & Sharna, 2021). TVoD has three subcategories: Pay-per-view (PPV), where viewers pay a one-time fee to watch a show or event on a specific channel at a set time. This model is suitable for time-sensitive events like sports games and boxing matches. Electronic sell-through (EST), which offers a permanent electronic sale. Viewers pay once for unlimited access to specific video content like e-learning courses or movies. Download-to-rent (DTR), where viewers purchase limited access to content that usually lasts for 24 or 48 hours from the time they start watching (*TVOD (Transactional video*

on demand), n.d.). Amazon Prime Video, iTunes Store, YouTube, and Apple TV are some of the OTT providers that use this model.

According to Yunus (2020), the data from Nielsen shows that Malaysia saw almost one million new over-the-top (OTT) or streaming subscribers in 2019, bringing the total number of users to 14.1 million, which represents around 78% of the population aged 15 and above. A study conducted by the MDA and SimilarWeb Ltd showed that in March 2020, Netflix experienced a 195% increase in sequential traffic on a rolling seven-day basis, while tonton, dimsum, and Viu saw increases of 232%, 140%, and 140%, respectively.

The primary medium used by Malaysian viewers to watch Chinese entertainment (C-entertainment) shows is OTT platforms. According to Dudekula (2023), the study by Nielsen and iQIYI found that 95% of C-entertainment audiences are reached through OTT, compared to only 80% through traditional TV channels. The study also found that more viewers prefer to stream C-entertainment content on OTT platforms rather than watch it live on TV channels. Although 76% of respondents watch C-entertainment on both OTT and traditional TV, one in five exclusively uses OTT platforms. The convenience of watching content on-the-go has led to half of the respondents watching C-entertainment through mobile devices at least several times a week, with 28% watching on mobile devices daily.

In addition, various telecom companies and TV stations have formed partnerships with OTT platforms. For instance, iQIYI International has recently formed partnerships with Primeworks Studio, which is Media Prima's content production and distribution arm, as well as Celcom Axiata Berhad, one of Malaysia's major telecom companies (New Straits Times, 2021). Astro has also partnered with iQiyi, and Unifi TV offers access to iQiyi's content (Jaafar, 2019; Wong, 2021).

According to Sadana and Sharna (2021), the presence of OTT platforms and availability of ample content facilitate the shift in viewing habits of consumers towards binge-watching.

The concept of "binge-watching" has become popular among millennials and Gen Z. Previously, viewers had to wait for new episodes of their favorite shows to be released, but now they can watch all the episodes at once. Binge-watching has several motives such as catching up, relaxation, sense of completion, cultural inclusion, and improved viewing experience, as identified by the U&G theory. Content plays a vital role in binge-watching, with platforms like Netflix enhancing user engagement through personalization and quality assurance. The shift in viewing habits contributes significantly to the changing dynamics of the television industry, with OTT services offering content that could not be seen in traditional television.

The article by Chen (2019) examines the competition between OTT platforms and traditional television in Taiwan. The study reveals that OTT TV platforms have gained a significant market share, particularly among younger viewers who value the flexibility and convenience of streaming services. However, traditional TV still maintains a significant share of the market, particularly among older viewers and those residing in rural areas. The study further indicates that while the entertainment and ease of use component of conventional TV is higher than OTT platforms, OTT platforms outperform traditional TV in terms of relaxation, information, social interaction, financial benefit, and convenience.

The article by Sahu, Gaur, and Singh (2021) examines user preferences towards Over-The-Top (OTT) platforms and conventional TV, using the niche and gratification theory approach. The study indicates that most users prefer OTT platforms due to flexibility, convenience, and access to a broad range of content. However, traditional TV still holds a significant market share, especially among older viewers and those with lower income. The findings suggest that conventional TV outperforms OTT platforms in India in all aspects of the uses and gratification theory except convenience. Notably, OTT platforms in India are weaker in terms of entertainment, ease of use, and social interaction components.

2.3 Uses & Gratification Theory

The Uses and Gratifications Theory explains how individuals choose and use media based on their social and psychological needs. It focuses on the active selection of media and the reasons behind people's media usage, taking into account their social and psychological needs (Katz et al., 1973 as cited in Shin et al., 2021). The U&G theory focuses on the impact of media on individuals, rather than the viewpoint of message creators (Boyd, 2008 as cited in Qin, 2020). Instead of investigating how media affects people, it explores the reasons and methods behind individuals' media usage (Qin, 2020). The U&G theory has explored not only traditional media sources such as newspapers and television, but also modern forms of media like online platforms, social networking sites, and mobile devices (Shin et al., 2021).

In this study, the U&G theory is used to investigate the perception and the preference of university students in Klang Valley towards both conventional TV and also OTT video streaming platforms. According to U&G theory, the presence of competition between conventional TV and OTT video streaming platforms is evident as consumers tend to opt for the one that caters to their preferences and needs. Previous studies have identified seven components that influence individuals' preferences for specific media platforms according to the U&G theory, such as the need for information, relaxation, convenience, entertainment, ease of use, social interaction, and financial benefits (Katz et al., 1974; Luo et al., 2011; Papacharissi and Rubin 2000; Seol et al. 2012 as cited in Sahu, Gaur & Singh, 2021).

Information refers to the acquisition of knowledge about society or other social aspects and self-educate through broadcasting platforms (Katz et al., 1974 as cited in Sahu, Gaur & Singh, 2021). Relaxation refers to a user's tendency for enjoying oneself on media platforms as a way to kill time or have a comfortable rest when doing nothing. Convenience refers to the accessibility of viewing the contents from anywhere and anytime (Sahu, Gaur & Singh, 2021). This component of convenience encompasses the ability to access the broadcasting platform's

content from a variety of devices, such as tablets, laptops, and smartphones, and the convenience of being able to save and access previously viewed programs (Kim et al., 2017 as cited in Sahu, Gaur & Singh, 2021). Entertainment refers to the ability of broadcast mediums to provide enjoyment and pleasure to users through various means (Luo et al., 2011 as cited in Sahu, Gaur & Singh, 2021). Ease of use refers to the user's comfort with the different broadcast mediums and their understanding of the functioning and procedure of handling broadcast devices (Kaur et al., 2020 as cited in Sahu, Gaur & Singh, 2021). Social interaction refers to how media platforms facilitate the user's engagement with others and groups, indicating the user's social affiliations and preferences based on their media consumption habits (Sahu, Gaur & Singh, 2021). Lastly, financial benefit refers to the affordability, discounted bundled packages, and cheaper options compared to other media platforms that users may consider when selecting a specific broadcast medium (Kaur et al., 2020 as cited in Sahu, Gaur & Singh, 2021).

2.4 Technology Acceptance Model (TAM)

TAM is used to investigate the elements that influence the user's acceptance of the new technology and information system (Surendran, 2012 as cited in Cebeci, Ince & Turkcan, 2019). It has four main elements which are perceived ease of use, perceived usefulness, attitude and intention to use. According to Iyer and Siddhartha (2021), the concept of perceived usefulness refers to the individual's perception of how the technology or system can improve their work performance. On the other hand, perceived ease of use refers to the user's interpretation of how easy or difficult it is to utilize the system.

Attitudes refers to a person's emotional response that affects their behavior based on their own beliefs, and the attitude towards using a system is also influenced by perceived usefulness and perceived ease of use (Davis, 1989 as cited in Tsai, Chen & Cai, 2023). It is the individual's

perception of a behavior as either positive or negative, as well as their beliefs about the outcomes of that behavior (Verma & Sinha, 2018 as cited in Cebeci, Ince & Turkcan, 2019). Intention to use refers to an individual's readiness or inclination to engage in certain behaviors or to utilize a new technology or system (Tsai, Chen & Cai, 2023).

In this study, the Technology Acceptance Model (TAM) is employed to investigate the perceptions and acceptance of OTT video streaming platforms among university students in Klang Valley. The perceived usefulness and ease of use of these platforms by students can significantly influence their attitude and intention towards using them.

2.5 Theoretical Framework

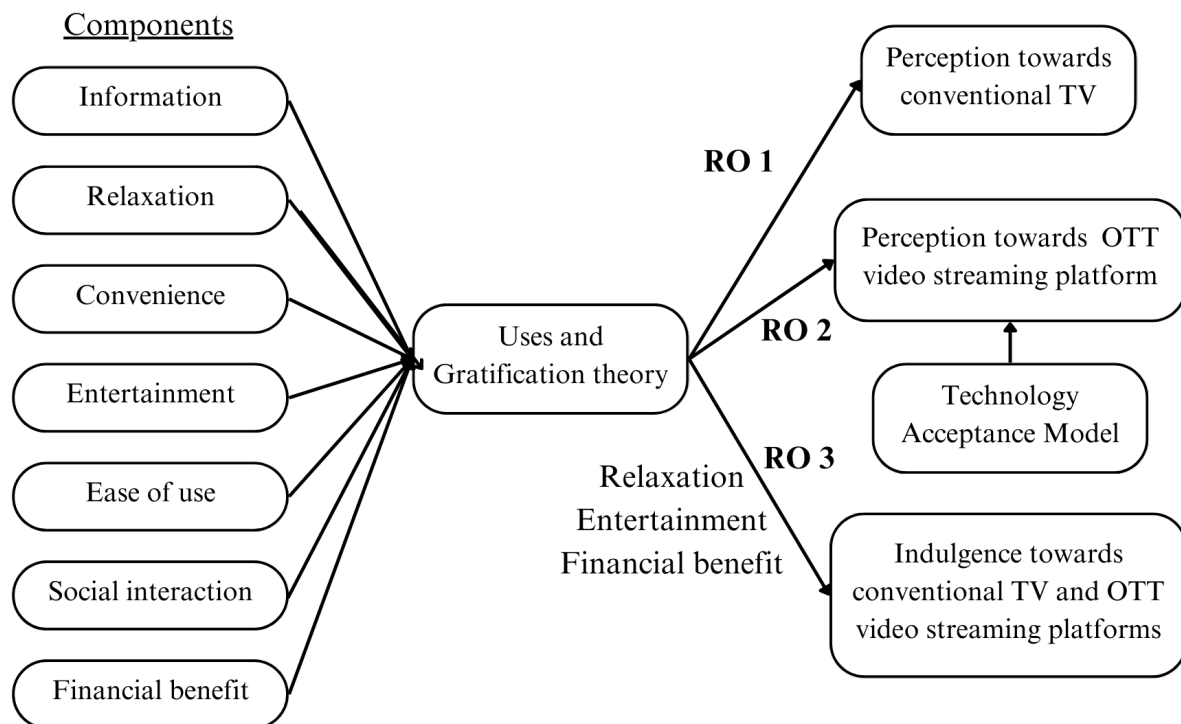


Figure 1: Theoretical Framework

There are seven components of the Uses and Gratifications theory, namely information, relaxation, convenience, entertainment, ease of use, social interaction, and financial benefit. In this study, the U&G theory was mainly used to explain all research objectives. It is used to fully explain the first research objective, which is the perception towards conventional TV.

Additionally, the U&G theory was used to explain the second research objective, which is the perception towards OTT video streaming platforms, along with the Technology Acceptance Model. Furthermore, the U&G theory was partially used to explain the third research objective, where only the relaxation, entertainment, and financial benefit components were discussed.

Chapter 3

METHODOLOGY

This chapter will describe the methodology used to collect the data for this study. It includes the research design, the criteria used to select eligible participants, the target population, and the location of the study. The sampling method and research instrument will also be discussed, including the development of the questionnaire and the method of distributing it. In the data analysis section, the methods used to analyze the collected data will be explained. Finally, the chapter will discuss the validity and reliability of the study, as well as ethical considerations.

3.1 Research paradigm

A research paradigm is a method, strategy or model for conducting research. In order for theories and practices to work, there must be a research paradigm with a shared set of ideas, beliefs, or understandings (Abbadia, 2022). It refers to the approach adopted by a researcher to evaluate the methodological aspects of their study, which assists in selecting appropriate research methods and determining the data analysis techniques to be employed (Kivunja & Kuyini, 2017). According to Abbadia (2022), the purpose of a research paradigm is to lay the groundwork for the study's research and methodology, examine how knowledge is comprehended and investigated, and clearly explain the objective, inspiration, and expected results of the study.

In this study, the research paradigm applied is Positivism as it is used for quantitative research. It has several characteristics that can draw the difference from other paradigms, including using a scientific approach in the studies, emphasising data and facts without bias, and generalisations of phenomena (Kivunja & Kuyini, 2017; Yong, Husin, & Kamarudin, 2021). The positivist approach typically employs deductive reasoning, which involves creating

operational definitions, mathematical equations, calculations, extrapolations, and expressions to arrive at conclusions (Kivunja & Kuyini, 2017). The primary focus of Positivism is to explain and make predictions based on quantifiable results. Through Positivism, this study can examine whether the university students in Klang Valley have a higher indulgence level towards OTT video streaming platforms or conventional TV with the seven components of uses and gratification theory.

However, there are some opposing views on the validity of Positivism. Positivist researchers aim to control extraneous variables by conducting experiments in which two or more groups are exposed to identical conditions except for the independent variable. However, there are still other variables that may influence the results. If the level of control is too high, the experiment's outcomes may not be applicable to real-life situations, rendering them invalid (Rehman & Alharthi, 2016).

Although the limitation of Positivism has been noticed, it is still applied in this study due to several reasons. First, the context is relatively simple and straightforward without considering a lot of variables as the target population is narrowed down to university students in Klang valley. Secondly, the research aims to discover the perception of the majority of university students in Klang valley, in other words, is to generalise the perception of university students in Klang valley. Thirdly, the research period is not long and it is done by a single person, so it is easier and more convenient to use Positivism. Lastly, the research method applied is quantitative research and Positivism is the most suitable paradigm to use.

3.2 Research Design

Research design is the framework for research methodologies and tools. To guarantee that the study achieves its objective, a well-designed and organised research design is essential (*5 Types of Research Design*, 2022). The purpose is to decide what kind of analysis should be

carried out to get the desired results. It specifies the data needed, the procedures to be followed to gather and analyze the data, and how the data will be utilised to address the research questions (Asenahabi, 2019).

Looking into the research questions and the study, quantitative research is the most suitable research design for this study. Quantitative research is collecting and interpreting numerical data and using the data to identify trends and averages, examine causality, and generalize findings to a wider population (Bhandari, 2022). It can help this study in identifying trends of the university students in Klang valley in viewing conventional TV and OTT video streaming platforms, examine the causality and generalize the perception of university students in Klang valley towards conventional TV and OTT video streaming platforms.

Knowing the disadvantages of quantitative research are limited outcomes due to close-ended questions and dependency on respondents in understanding the question and context, quantitative research is still utilized in this study for the following reasons. Firstly, as mentioned above, the aim of this study is to generalize the perception of conventional TV and OTT video streaming platforms among university students in Klang Valley. Secondly, the sample size is quite large in number which is 100. Thirdly, data and numbers don't lie, it can prevent the researcher from being biased and giving results based on the researcher's perception. Lastly, it is less time-consuming.

Additionally, this research is conducted using a cross-sectional study design. This type of research design involves gathering data from a sizeable group of individuals simultaneously. It is particularly useful in determining the prevalence of an outcome during a specific timeframe (Thomas, 2022). The features of a cross-sectional study include its singular time point, which enables researchers to examine several characteristics simultaneously and gain insight into the current trend and prevalence of the population under investigation (Cherry,

2022). Therefore, it assists and guides this study to investigate the trend and preference of OTT video streaming platforms and Conventional TV among university students in Klang Valley.

3.3 Data Collection

Data collection is a systematic process of collecting observations or measurements (Bhandari, 2022). The data from this study are collected from a sample of 100 university students in Klang valley who have watched TV within the past year and is a user of OTT video streaming platforms. The questionnaire will be distributed to the respondents through WhatsApp, Messenger, Instagram and Xiaohongshu with google forms.

The target population for this study is university students, as they represent a significant future consumer base for TV stations and OTT video streaming platforms. The TV stations and OTT video streaming platforms can have the time to improve their service and packages by the time they have a better financial ability to afford them.

The location of study is at Klang Valley, with five universities, University Tunku Abdul Rahman (UTAR) Sungai Long Campus, Tunku Abdul Rahman University of Management and Technology (TAR UMT) Setapak Campus, Monash University Malaysia, University of Malaya (UM) and Universiti Kebangsaan Malaysia (UKM). The chosen location is Klang valley because it is an urban conglomeration that has more universities and a higher population.

The five universities include a mix of public and private universities. Among the five universities, the University of Malaya and Universiti Kebangsaan Malaysia are public universities, UTAR Sungai Long Campus and TAR UMT Setapak Campus are non-profit private universities and Monash University Malaysia is a private university. This approach ensures a diverse range of respondents with different lifestyles, beliefs, and family incomes.

To be eligible for the study, respondents must have watched TV within the past year and be users of OTT video streaming platforms. This criterion ensures that the data collected

is accurate, as respondents have a more up-to-date experience with both conventional TV and OTT video streaming platforms and can provide a more objective comparison.

The sampling method used is non-probability sampling. Non-probability sampling methods adopt a strategy in which the sample is chosen based on the researcher's judgement rather than through random selection (Elfil & Negida, 2017 as cited in Berndt, 2020). There are several methods of non-probability sampling, while quota sampling and snowball sampling are adopted in this study.

Quota sampling guarantees a certain characteristic of a population sample will be reflected to the precise extent that the researcher wants (Acharya et al., 2013). There are two types of quota sampling and non-proportional quota sampling is used in this study because the population size is too large. When the population's size is uncertain, non-proportional quota sampling is employed (Nikolopoulou, 2022). According to Berndt (2020), quota sampling may have sampling bias. However, it is still adapted in this research due to the fact that it can guarantee that the respondents are from both public and private universities in Klang Valley and this can help in obtaining a less biased sampling because the respondents will consist of university students from different family incomes, lifestyles, and beliefs. There are 5 universities chosen which are UTAR Sungai Long Campus, TAR UMT Setapak Campus, Monash University Malaysia, University of Malaya and Universiti Kebangsaan Malaysia and the quota will be 20 respondents from each university which makes 100 respondents in total.

Snowball sampling is a design method of selection that is carried out by utilising networks. When a researcher is trying to learn more about a group or organisation, it is helpful to get in touch with a few people since they can direct him to other groups (Etikan & Bala, 2017). The questionnaire is planned to be given to a few students from each university and they can spread it to their friends and so on, but the problem is the sample's representativeness cannot be ensured. The researcher is unaware of the sample's and population's actual

distributions (*Snowball Sampling*, n.d.). Nevertheless, it is not a big problem as there are screening questions to filter out the respondents that did not fulfil the criteria.

3.4 Research Instrument

The survey is a strategy that employs closed-ended questions to gather a lot of data from a big population in a short amount of time, usually in the form of statistics (McNeill & Chapman, 2015, as cited in Asenahabi, 2019). Survey research is a method that employs scientific sampling and questionnaire development to precisely measure the attributes, inclinations, views, and beliefs of a population with statistical accuracy. Its main objective is to provide answers to queries such as the number of people with particular sentiments and the frequency at which they partake in specific actions (Sukamolson, 2007). Furthermore, it has a strong advantage which is it can provide information about a large population cost-effectively and with little effort (Asenahabi, 2019).

The most compatible survey method is an online survey. It is the best choice for students to do research due to the low cost and flexibility. It is very convenient to collect data from a large sample without time or location constraints with easier data processing and analyzing (McCombes, 2022). It is totally workable in view of the fact that the target population is university students that are born at the age of the internet while not old people that may not know how to access and complete the online survey.

There are two main types of surveys, interviews and questionnaires. This study uses questionnaire which consists of a list of questions intended to collect data from respondents (*Questionnaires*, n.d.). The advantages of using questionnaires are inexpensive, fast results, easy analysis, standardised, cost-effective, less biased and respondents' anonymity (*What is survey research?*, n.d.). Google Forms will be utilized as the instrument to conduct the online survey with self-administered questionnaire. Self-administered questionnaires are

questionnaires that are filled out without the presence of the researcher which means it is being completed by the respondent themselves. Participants can maintain their privacy and feel more at ease giving their ideas when self-administered surveys are used. Self-administered questionnaires can also eliminate researcher bias (*Research Instrument*, n.d.). Hence, based on the characteristics and advantages, online survey with self-administered questionnaire is the most compatible research method for this study.

The next step is questionnaire development. The questions are designed based on the Research Objectives and also to answer the Research Questions. All of the questions are close-ended questions. The questionnaire will be divided into 4 sections. The structure of the questionnaire begins with the justification of the research and screening questions. The screening questions are formulated to filter out the respondents that did not watch TV and OTT video streaming platforms in order to obtain more accurate results.

Section A is the demographic background which includes 11 questions: Gender, age, race, academic level, university, conventional TV channel that the respondents watch, the frequency of watching TV, most preferred OTT platform, device used for OTT streaming, frequency of watching OTT platforms and content that the respondents usually watch. The university has 5 options including 2 public universities, UM and UKM and 3 private universities, UTAR, TAR UMT and Monash. The measurement used is nominal scale. A nominal scale is the first level of measurement, where the numbers are used to categorise or name the items. A nominal scale often deals with non-numeric variables or numbers without any values (*Scales of Measurement*, n.d.). It is used to categorize the demographics of the respondents.

Section B is the perception towards conventional TV. It is used to answer Research Question 1. The questions are measured using an interval scale for the seven components of

the uses and gratification approach. The interval scale is a quantitative measuring scale with order, significant and equal differences between the two variables, and arbitrary zero presence (*Interval Scale*, n.d.). The interval scale also indicates the rank and order of the values as well as the degree of difference (*Interval scale vs Ratio scale*, 2021). To be specific, the 5-level Likert scale is used to measure the question of the seven components of the uses and gratification approach from strongly disagree, disagree, neutral, agree to strongly agree. The Likert scale is a unidimensional scale that researchers utilize to collect respondents' attitudes and opinions. This psychometric scale is frequently used by researchers to discover the perspectives and viewpoints of a target market or a brand (*What is a Likert Scale*, n.d.). It can help to examine the attitude of the respondents towards conventional TV.

Section C is the perception towards the OTT video streaming platforms. It is used to answer Research Question 2. The questions are also measured using the 5-level likert scale for the seven components of the uses and gratification approach.

Lastly, Section D is the indulgence towards conventional TV and OTT video streaming platforms. It is used to answer Research Question 3. The questions are also measured using the 5-level likert scale.

3.5 Data Analysis

Since the study is quantitative research, so quantitative data analysis is used to analyse the data collected. According to Jansen and Warren (2020), quantitative data analysis means analysing data that is number-based or data that can be easily converted into numbers without losing its meaning. It is used for measuring the differences between groups, relationships and between variables (Jansen & Warren, 2020).

There are two branches of quantitative data analysis which are descriptive statistics and inferential statistics, descriptive statistics will be used in this study. According to Hayes (2022),

descriptive statistics are used to describe the characteristics of a data set by creating summaries of data samples. Its purpose is to provide information on a data set which can be used to answer the research questions in this study. The data collected will be analysed, describe and interpret in Chapter 4 and 5 with Uses and gratification theory and technology acceptance model.

3.6 Validity and reliability

Validity and reliability are important in conducting good research because they can ensure the results are accurate and that the data are reliable and replicable (Mojahan, 2017).

In quantitative research, validity refers to the extent to which a concept is precisely measured. (Heale & Twycross, 2015) There are four main types of validity, including face validity, content validity, criterion validity and construct validity. Face validity is the extent to which the measurement appears to be connected to a certain construct as determined by non-experts like the respondents (Taherdoost, 2016). The questionnaire is formulated in a straightforward matter and is closely related to the study. According to Heale and Twycross (2015), content validity examines how well the instrument covers all the content that it should in relation to the variable. The content of the questionnaire is valid and related to the study as the majority of the questions are referenced from the research by Sahu, Gaur and Singh (2021), while the remaining questions are also related to the study and cover the research questions. According to Taherdoost (2016), criterion validity is the degree to which a measure is connected to an outcome and evaluates how well one measurement forecasts the results of another. According to Bhandari (2022), construct validity refers to how well the test or measurement accurately captures the intended outcome. The questionnaire formulated has very clear and straightforward with close-ended questions to obtain the accurate and expected outcome.

Reliability is the consistency of the measure (Jhangiani, Chiang & Price, 2015). Reliability is also concerned with repeatability in which if the repeated test can produce the same results, the test is considered reliable (Moser and Kalton, 1989, as cited in Taherdoost, 2016). According to Heale and Twycross (2015), Cronbach's α is used to determine the reliability of an instrument and a score of 0.7 and higher is considered reliable.

3.7 Ethical consideration

Ethical consideration is important for research because it promotes moral and social values, such as social responsibility and human rights (Gajjar, 2013). It emphasizes the respect for the human rights of the respondents. Prior to the respondents answering the questionnaire, a detailed explanation of the study's topic and purpose was provided to ensure that they provided their informed consent. The questionnaire is also voluntary participation-based where the respondents can choose to participate or withdraw from the survey at any time. Moreover, the information collected from the respondents is strictly confidential and they are kept anonymous throughout the whole process.

Chapter 4

FINDINGS AND ANALYSIS

This chapter is structured into four sections that showcase the findings and analysis of the collected data. The first section provides the demographic background of 100 respondents. The second section presents the quantitative results of the respondents' perception towards conventional TV. The third section focuses on the respondents' perception towards OTT video streaming platforms, while the fourth section discusses the respondents' indulgence towards conventional TV and OTT video streaming platforms. As there were 100 respondents in this study, the frequency can be expressed as a percentage, where the frequency is equivalent to the percentage.

4.1 Demographic background

This section will present the demographic data of respondents which are gender, age, ethnicity, academic level, university, most preferred conventional TV channel, frequency of watching TV, most preferred OTT video streaming platforms, device used for OTT streaming, frequency of watching OTT video streaming platforms, and most preferred content. Demographic data provides a better understanding of the background characteristics of the respondents.

Gender

	Frequency	Percentage
Female	53	53%
Male	47	47%
Total	100	100%

Table 1: Gender

Based on Table 1, there were 53 female respondents and 47 male respondents, indicating a relatively balanced distribution with a slightly higher proportion of female respondents.

Age

	Frequency	Percentage
18 - 19	10	10%
20 - 21	30	30%
22 - 23	51	51%
23 - 24	9	9%
Total	100	100%

Table 2: Age

Based on the data presented in Table 2, most respondents (51%), belong to the age group of 22 to 23 years old. The age group of 20 to 21 years old represents 30% of the respondents, while 18 to 19 years old represents 10% of the respondents. On the other hand, the age group of 23 to 24 years old represents the smallest proportion of respondents, which is only 9%.

Ethnicity

	Frequency	Percentage
Malay	2	2%
Chinese	96	96%
Indian	1	1%
Natives	1	1%
Total	100	100%

Table 3: Ethnicity

Based on Table 3, the majority of the respondents (96%) identified themselves as Chinese, while 2 respondents identified as Malay, 1 as Indian, and 1 as native. This result can be

attributed to the snowball sampling method used, where the survey was initially distributed to Chinese individuals who then shared it with their Chinese friends.

Academic level

	Frequency	Percentage
Foundation/A-level	10	10%
Diploma	7	7%
Degree	82	82%
Master	1	1%
PhD	0	0%
Total	100	100%

Table 4: Academic level

The data presented in Table 4 indicates that 82% of the respondents are pursuing a degree, while 10% of them are enrolled in the foundation or A-level programs. Additionally, 7% of the respondents are studying diploma courses, and only 1 respondent is a master's student. No PhD students were included in the sample.

University

	Frequency	Percentage
UM	20	20%
UKM	20	20%
UTAR	20	20%
TAR UMT	20	20%
Monash	20	20%
Total	100	100%

Table 5: University

Based on Table 5, an equal number of respondents were obtained from all five universities which are UM, UKM, UTAR, TAR UMT and Monash, with each university contributing 20% of the total sample size. This is because quota sampling was used, with 20 respondents being selected from each university.

Most preferred conventional TV channel

	Frequency	Percentage
Media Prima channels	35	35%
RTM channels	1	1%
Astro channels	64	64%
Total	100	100%

Table 6: Most preferred conventional TV channel

Based on the data presented in Table 6, it can be observed that Astro channels were the most preferred conventional TV channel among the respondents with a selection percentage of 64%. Media prima channels were the second most preferred with a selection percentage of 35%, while only one respondent preferred RTM channels.

Frequency of watching TV

	Frequency	Percentage
Everyday	22	22%
Twice per week	22	22%
Once per week	18	18%
One per month	18	18%
Once per half-year	13	13%
Once per year	7	7%
Total	100	100%

Table 7: Frequency of watching TV

Table 7 displays the frequency of TV watching among the respondents. The results indicate that 22% of the respondents watch TV on a daily basis, followed by 22% who watch TV twice a week. Moreover, 18% of the respondents watch TV once a week and the same percentage (18%) watch TV once a month. Additionally, 13% watch TV once every half year while only 7% watch TV once a year.

Most preferred OTT video streaming platforms

	Frequency	Percentage
Netflix	63	63%
Disney+ Hotstar	4	4%
Amazon Prime	0	0%
iQiyi	20	20%
Tencent video	12	12%
iFlix	0	0%
Viu	0	0%
Apple TV+	1	1%
Total	100	100%

Table 8: Most preferred OTT video streaming platforms

Based on Table 8, it can be observed that Netflix is the most preferred OTT video streaming platform, with 63% of the respondents choosing it, followed by iQiyi with 20% of the respondents. Tencent video is preferred by 12% of the respondents, while only 4% of the respondents prefer Disney+ Hotstar and 1 respondent prefers Apple TV+. On the other hand, there are 3 OTT platforms, namely Amazon Prime, iFlix and Viu, that received no preferences from the respondents.

Device used for OTT streaming

	Frequency	Percentage
Smart TV	23	23%
Desktop PC	5	5%
Laptop	38	38%
Tablet (Ipad/ Samsung Galaxy Tab)	22	22%
Smartphone	12	12%
Total	100	100%

Table 9: Device used for OTT streaming

Table 9 reveals that the majority of respondents prefer to use a laptop for OTT streaming, accounting for 38 out of 100 respondents. 23% of respondents use Smart TV for OTT streaming, followed by 22% who use a tablet. 12% prefer to use a smartphone and the least preferred device for OTT streaming is the desktop PC, with only 5% of respondents using it.

Frequency of watching OTT video streaming platforms

	Frequency	Percentage
Everyday	24	24%
4 - 6 days per week	26	26%
1 - 3 days per week	32	32%
Twice per month	10	10%
Once per month	8	8%
Total	100	100%

Table 10: Frequency of watching OTT video streaming platforms

Based on Table 10, the majority of respondents watch OTT platforms 1 to 3 days per week, which accounts for 32% of the respondents. About 26% of respondents watch 4 to 6 days per week, while 24% watch OTT platforms every day. Only 10% watch twice per month, and the least number of respondents, which is 8%, watch OTT platforms once per month.

Most preferred content

	Frequency	Percentage
Drama series	46	46%
Cartoon/Anime	12	12%
Entertainment show	20	20%
Movie	16	16%
Documentary	4	4%
News	1	1%
Sports	1	1%
Food and travel	0	0%
Total	100	100%

Table 11: Most preferred content

Table 11 reveals that the most preferred content among respondents is drama series, chosen by 46% of them. Entertainment shows come next with 20%, followed by movies at 16%, and cartoons and anime at 12%. Documentary content is preferred by 4% of respondents, while only 1 respondent each chose news and sports as their most preferred content. None of the respondents preferred food and travel content.

4.2 Perception towards conventional TV

This section aims to present the perception of university students from the Klang Valley towards conventional TV based on the 7 components of the Uses and Gratifications (U&G) theory: information, relaxation, entertainment, ease of use, convenience, social interaction, and financial benefit. Additionally, an additional question was included to determine the subscription intention towards conventional TV.

TV is easy to use

	Frequency	Percentage
Strongly disagree	1	1%
Disagree	6	6%
Neutral	12	12%
Agree	41	41%
Strongly agree	40	40%
Total	100	100%

Table 12: Ease of use component of conventional TV

Based on the results shown in Table 12, the majority of respondents have a positive attitude towards the ease of use of conventional TV, with 41% agreeing and 40% strongly agreeing. This makes a total of 81% of respondents having a positive attitude towards the ease of use of conventional TV. 12% of respondents remain neutral, while 7% of respondents have a negative attitude towards the ease of use of conventional TV, with 6 respondents disagreeing and 1 respondent strongly disagreeing that TV is easy to use.

I usually watch informative content on TV

	Frequency	Percentage
Strongly disagree	7	7%
Disagree	15	15%
Neutral	24	24%
Agree	34	34%
Strongly agree	20	20%
Total	100	100%

Table 13: Information component of conventional TV

Based on the results shown in Table 13, more than half of the respondents (54%) agree that conventional TV provides informative content, with 20% strongly agreeing and 34% agreeing. 24% of respondents remain neutral on the statement, while 22% of respondents do not watch informative content on TV, with 15% disagreeing and 7% strongly disagreeing.

Watching TV content can make me relax

	Frequency	Percentage
Strongly disagree	5	5%
Disagree	11	11%
Neutral	16	16%
Agree	37	37%
Strongly agree	31	31%
Total	100	100%

Table 14: Relaxation component of conventional TV

Based on the findings presented in Table 14, a small proportion of respondents, which is 5%, strongly disagreed and 11% disagreed that watching TV content can make them feel relaxed.

A larger proportion, which is 31%, strongly agreed and 37% agreed that TV content can make them feel relaxed, while 16% of respondents remained neutral towards the statement.

I can access TV content anywhere according to my preference time

	Frequency	Percentage
Strongly disagree	21	21%
Disagree	25	25%
Neutral	20	20%
Agree	21	21%
Strongly agree	13	13%
Total	100	100%

Table 15: Convenience component of conventional TV

Based on the results presented in Table 15, the majority of respondents (46%) have a negative attitude towards the convenience of conventional TV. Specifically, 21% of respondents strongly disagree and 25% of respondents disagree that TV content can be accessed anywhere according to their preferred time. 20% of respondents remained neutral. On the other hand, only 21% of respondents agreed that TV content can be accessed anytime anywhere and 13% of respondents strongly agreed with this statement.

TV is a source of entertainment for me

	Frequency	Percentage
Strongly disagree	6	6%
Disagree	15	15%
Neutral	10	10%

Agree	40	40%
Strongly agree	29	29%
Total	100	100%

Table 16: Entertainment component of conventional TV

Based on the data presented in Table 16, it can be concluded that the majority of respondents (69%) view conventional TV as a source of entertainment, with 40% of respondents agreeing to this statement and 29% strongly agreeing to it. Meanwhile, 10% of respondents remained neutral towards this statement, while 21% of respondents had a negative attitude towards the entertainment component of conventional TV, with 6% of them strongly disagreeing and 15% disagreeing with the statement.

TV can help in my social interaction

	Frequency	Percentage
Strongly disagree	9	9%
Disagree	24	24%
Neutral	15	15%
Agree	36	36%
Strongly agree	16	16%
Total	100	100%

Table 17: Social interaction component of conventional TV

Based on Table 17, slightly over half (52%) of the respondents agree that TV can help with their social interaction, with 36% agreeing and 16% strongly agreeing. 15% remain neutral on the statement. On the other hand, 24% of respondents do not believe that TV can aid in their social interaction, and 9% strongly disagree with the statement.

Astro subscription package is affordable

	Frequency	Percentage
Strongly disagree	17	17%
Disagree	23	23%
Neutral	33	33%
Agree	21	21%
Strongly agree	6	6%
Total	100	100%

Table 18: Financial benefit component of conventional TV

Based on Table 18, the majority of respondents, 33%, remain neutral on the statement about the affordability of Astro subscription packages. 27% of respondents agree that Astro subscription packages are affordable, with 21% agreeing and 6% strongly agreeing. On the other hand, 40% of respondents have a view that Astro subscription packages are expensive, with 17% of them strongly disagreeing that Astro subscription packages are affordable and 23% disagreeing on it.

I will continue to subscribe to Astro

	Frequency	Percentage
Strongly disagree	25	25%
Disagree	22	22%
Neutral	26	26%
Agree	20	20%
Strongly agree	7	7%
Total	100	100%

Table 19: Subscription intention of conventional TV

According to table 19, the majority of respondents (47%) have a negative attitude towards continuing their subscription to Astro, with 25% strongly disagreeing and 22% disagreeing. A significant proportion of respondents chose to remain neutral on this statement (26%), while 20% of them agreed to continue their subscription to Astro and 7% strongly agreed with it.

4.3 Perception towards OTT video streaming platforms

This section aims to present the perceptions of university students from the Klang Valley towards OTT video streaming platforms based on the seven components of the Uses and Gratifications (U&G) theory: information, relaxation, entertainment, ease of use, convenience, social interaction, and financial benefit. An additional question was included to determine the subscription intention towards OTT video streaming platforms, and another question was included to determine whether the respondents prefer to share a subscription account or subscribe alone.

OTT platform is easy to use

	Frequency	Percentage
Strongly disagree	0	0%
Disagree	6	6%
Neutral	6	6%
Agree	33	33%
Strongly agree	55	55%
Total	100	100%

Table 20: Ease of use component of OTT platform

Based on Table 20, the majority of the respondents (55%) strongly agree that OTT platforms are easy to use, with an additional 33% of respondents also agreeing with this statement. Only 6% of the respondents remain neutral on the statement, while another 6% disagree with it.

Interestingly, there were no respondents who strongly disagreed with the ease of use of OTT platforms.

I usually watch informative content on OTT platform

	Frequency	Percentage
Strongly disagree	5	5%
Disagree	13	13%
Neutral	17	17%
Agree	37	37%
Strongly agree	28	28%
Total	100	100%

Table 21: Information component of OTT platform

Based on Table 21, it can be observed that the majority of respondents watch informative content on OTT platforms, with 37% agreeing and 28% strongly agreeing to the statement. About 17% of respondents remain neutral on this statement, while 18% of them did not watch informative content on OTT platforms, with 5% strongly disagreeing and 13% disagreeing.

Watching OTT content can make me relax

	Frequency	Percentage
Strongly disagree	0	0%
Disagree	0	0%
Neutral	8	8%
Agree	36	36%
Strongly agree	56	56%
Total	100	100%

Table 22: Relaxation component of OTT platform

Based on Table 22, it is notable that a high percentage of respondents, 92%, believe that watching OTT content can make them relax, with 56% strongly agreeing and 36% agreeing with this statement. There were 8 respondents who remained neutral on this statement. Surprisingly, there were no respondents who had a negative attitude towards the relaxation component of OTT platform.

I can access OTT content anywhere according to my preference time

	Frequency	Percentage
Strongly disagree	0	0%
Disagree	0	0%
Neutral	7	7%
Agree	29	29%
Strongly agree	64	64%
Total	100	100%

Table 23: Convenience component of OTT platform

According to table 23, there are totally no respondents with a negative attitude towards the convenience component of OTT platform. Out of all the respondents, 7 remained neutral on the statement. The majority of the respondents (93%) agree that OTT content can be accessed anytime anywhere, with 29% agreeing and 64% strongly agreeing on the statement.

OTT content is a source of entertainment to me

	Frequency	Percentage
Strongly disagree	0	0%
Disagree	3	3%

Neutral	5	5%
Agree	32	32%
Strongly agree	60	60%
Total	100	100%

Table 24: Entertainment component of OTT platform

Based on Table 24, a majority of respondents (92%) view OTT content as a source of entertainment, with 60% strongly agreeing and 32% agreeing with the statement. Only 5% of respondents remain neutral, while 3% disagree with the statement. Interestingly, there are no respondents who strongly disagree with this statement.

OTT content can help in my social interaction

	Frequency	Percentage
Strongly disagree	2	2%
Disagree	3	3%
Neutral	19	19%
Agree	41	41%
Strongly agree	35	35%
Total	100	100%

Table 25: Social interaction component of OTT platform

Based on Table 25, the majority of respondents (76%) have a positive attitude towards the social interaction component of OTT platforms, with 41% agreeing and 35% strongly agreeing that OTT content can help in their social interaction. 19 respondents (or 19%) remain neutral on the statement, while only 3% of respondents disagree and 2% strongly disagree that OTT content can help in their social interaction.

OTT subscription package is affordable

	Frequency	Percentage
Strongly disagree	5	5%
Disagree	11	11%
Neutral	27	27%
Agree	33	33%
Strongly agree	24	24%
Total	100	100%

Table 26: Financial benefit component of OTT platform

Based on table 26, just over half (57%) of the respondents believe that OTT subscription packages are affordable, with 24% strongly agreeing and 33% agreeing with the statement. Meanwhile, 27% of respondents remain neutral on the statement. 16% of respondents think that OTT subscription packages are not affordable for them, with 11% disagreeing and 5% strongly disagreeing.

I will continue to subscribe to the OTT platform

	Frequency	Percentage
Strongly disagree	4	4%
Disagree	9	9%
Neutral	21	21%
Agree	40	40%
Strongly agree	26	26%
Total	100	100%

Table 27: Subscription intention of OTT platform

Based on table 27, the majority of respondents (66%) have the intention to continue subscribing to the OTT platform, with 26% strongly agreeing and 40% agreeing with the statement. Meanwhile, 21% of respondents remain neutral on the matter. However, there are 13% of respondents do not have the intention to continue their subscription to their current OTT platform, with 9% disagreeing and 4% strongly disagreeing with the statement.

**I prefer sharing subscription account with someone else
than subscribing alone**

	Frequency	Percentage
Strongly disagree	5	5%
Disagree	4	4%
Neutral	10	10%
Agree	32	32%
Strongly agree	49	49%
Total	100	100%

Table 28: Preference subscription mode of OTT platform

According to Table 28, the majority of respondents (81%) prefer sharing their subscription account with someone else, with 49% strongly agreeing and 32% agreeing on the statement. 10% of respondents remain neutral, while 9% of respondents prefer subscribing alone, with 4% disagreeing and 5% strongly disagreeing on the statement.

4.4 Indulgence towards conventional TV and OTT video streaming platforms

This section aims to explore the indulgence level of university students from the Klang Valley towards conventional TV and OTT video streaming platforms. The survey includes questions to investigate the attractiveness and sufficiency of the content of both TV and OTT platforms, as well as the entertainment, relaxation, and financial benefits provided by them. Additionally, the survey aims to compare preferences between price sensitivity and advertising acceptance, explore the acceptance of advertisements without disrupting the viewing experience, and compare the indulgence level between OTT and conventional TV.

The content of TV and OTT platform is fresh and interesting

	Frequency	Percentage
Strongly disagree	1	1%
Disagree	4	4%
Neutral	15	15%
Agree	54	54%
Strongly agree	26	26%
Total	100	100%

Table 29: Attractiveness of the content of TV and OTT platform

Based on table 29, the results show that 80% of the respondents think that the content provided by TV and OTT platforms is fresh and interesting. Among them, 26% of the respondents strongly agree with the statement, while 54% agree with it. 15% of the respondents have a neutral opinion on the matter, while only 4% disagree with the statement, and 1% strongly disagree.

The content of TV and OTT platform is sufficient for me

	Frequency	Percentage
Strongly disagree	1	1%
Disagree	6	6%
Neutral	12	12%
Agree	52	52%
Strongly agree	29	29%
Total	100	100%

Table 30: Sufficiency of the content of TV and OTT platform

According to Table 30, 81% of respondents either agree or strongly agree that the content on TV and OTT platforms is sufficient for them. Specifically, 52% agree and 29% strongly agree with the statement. About 12% of respondents remain neutral, while only 6% of respondents disagree and 1 respondent strongly disagrees with the statement.

TV and OTT content is my primary source of entertainment

	Frequency	Percentage
Strongly disagree	7	7%
Disagree	10	10%
Neutral	17	17%
Agree	31	31%
Strongly agree	35	35%
Total	100	100%

Table 31: Entertainment component of TV and OTT platform

Based on table 31, the majority of respondents (66%) have a positive attitude towards the entertainment component of TV and OTT platform, with 31% agreeing and 35% strongly

agreeing with the statement. 17% of respondents remained neutral on the statement, while 17% of respondents did not think that TV and OTT content is their primary source of entertainment, with 10% disagreeing and 7% strongly disagreeing.

I will choose to watch TV and OTT content to relieve my stress

	Frequency	Percentage
Strongly disagree	3	3%
Disagree	6	6%
Neutral	8	8%
Agree	49	49%
Strongly agree	34	34%
Total	100	100%

Table 32: Relaxation component of TV and OTT platform

Based on table 32, the majority of respondents (83%) would choose to watch TV and OTT content to relieve their stress, with 49% agreeing on it and 34% strongly agreeing on it. 8% of respondents remained neutral, while 6% disagreed with the statement and 3% strongly disagreed.

The current subscription price is reasonable

	Frequency	Percentage
Strongly disagree	3	3%
Disagree	16	16%
Neutral	29	29%
Agree	40	40%
Strongly agree	12	12%
Total	100	100%

Table 33: Financial benefit component of TV and OTT platform

Based on Table 33, slightly over half of the respondents (52%) believe that the current subscription price is reasonable, with 40% agreeing and 12% strongly agreeing with the statement. 29% of the respondents remained neutral, while 19% of the respondents feel that the current subscription price is unreasonable, with 16% disagreeing and 3% strongly disagreeing with the statement.

I can accept watching advertisements if the price is lowered

	Frequency	Percentage
Strongly disagree	13	13%
Disagree	9	9%
Neutral	11	11%
Agree	35	35%
Strongly agree	32	32%
Total	100	100%

Table 34: Comparison between price sensitivity and advertising acceptance

Based on table 34, the majority of respondents (67%) can accept watching advertisements if the subscription price is lowered, with 35% agreeing and 32% strongly agreeing with the statement. 11% of respondents remain neutral on the statement, while 22% of respondents cannot accept watching advertisements even if the subscription price is lowered, with 13% strongly disagreeing and 9% disagreeing with the statement.

I can accept watching advertisements before and after the programme instead of in the middle of the programme

	Frequency	Percentage
Strongly disagree	12	12%

Disagree	4	4%
Neutral	9	9%
Agree	36	36%
Strongly agree	39	39%
Total	100	100%

Table 35: Advertising acceptance without disruption of viewing experience

Based on Table 35, the majority of respondents (75%) indicated that they can accept watching advertisements before and after the program instead of in the middle of the program. Of those, 36% agreed with the statement and 39% strongly agreed with it. Meanwhile, 9% of respondents remained neutral on the statement, and 16% of respondents indicated that they totally cannot accept watching advertisements, with 12% strongly disagreeing and 4% disagreeing.

I will only watch programmes from OTT rather than conventional TV

	Frequency	Percentage
Strongly disagree	4	4%
Disagree	7	7%
Neutral	17	17%
Agree	40	40%
Strongly agree	32	32%
Total	100	100%

Table 36: Comparison of indulgence level between OTT and conventional TV

Based on table 36, the majority of respondents (72%) prefer watching programmes from OTT rather than conventional TV, with 40% agreeing and 32% strongly agreeing. 17% of respondents remained neutral on the statement, while 7% disagreed and 4% strongly disagreed.

Chapter 5

DISCUSSION AND CONCLUSION

This chapter will be separated into 3 parts to discuss several special findings from Chapter 4 based on each research objectives.

5.1 The preference of university students in Klang Valley towards conventional TV by using the seven components of the uses and gratification approach. (RO1)

This part will be discussing four elements of the UNG theory which are ease of use, information, convenience, financial benefit and the subscription intention of the respondents towards conventional TV.

5.1.1 Ease of use component of conventional TV

Table 12 reveals that 81% of respondents find conventional TV easy to use, which is consistent with the findings of Chen (2019) that TV has a comparative advantage over OTT in terms of ease of use. This result is also supported by the study conducted by Sahu, Gaur and Singh (2021).

Moreover, a recent study by Nielsen Media Research found that offline viewing of TV has remained constant over the past 25 years (Roberts, 2019). The familiarity of the audience with conventional TV and its ease of use could be the reason for this consistent trend. The simplicity of operating conventional TV, with just a few buttons on the remote control to navigate and select channels, without the need to type or search, could also contribute to its ease of use. In addition, the ubiquity of TV sets in households and the fact that many people have grown up using TV could also play a role in its ease of use. All of these factors combined may make TV seem more accessible and user-friendly to many viewers, which is in line with the U&G theory's emphasis on the importance of ease of use in platform choice.

5.1.2 Information component of conventional TV

According to Table 13, more than half of the respondents (54%) agreed that they watch informative content on TV, which can include news, documentaries, food and travel programs. During the COVID-19 pandemic, for instance, people could only obtain information through the media, and while social media was making information easily accessible, it may not always be accurate.

According to Chadwick et al. (2021), 71% of respondents believed that TV provided them with accurate information about the world, whereas only 47% thought that OTT platforms provided accurate information. Thus, people are more likely to obtain reliable information from TV, fulfilling the information component of the UNG theory.

5.1.3 Relaxation component of conventional TV

According to the results in Table 14, a large majority (68%) of respondents agree that watching TV helps them relax. This finding aligns with the study by Sahu, Gaur and Singh (2021) which suggests that people still choose to watch traditional TV mainly for relaxation and financial benefits. In fact, both studies found that relaxation and financial benefits are the strongest niches of conventional TV. These results provide additional support for the relaxation aspect of conventional TV highlighted in this study.

The study by Vaterlaus et al. (2019) found that college students engage in TV binge-watching behavior mainly for entertainment and relaxation purposes. TV serves as a relaxation tool that helps them escape from the stressors experienced in the college context. The study highlights the potential benefits of TV as a source of relaxation and suggests that it can have a positive impact on the well-being of college students.

The study by Kuykendall et al. (2020) found that watching TV was one of the most popular leisure activities among participants and was positively associated with psychological need fulfillment, leading to higher levels of autonomy, competence, and relatedness satisfaction. Although other types of leisure activities are generally more conducive to fulfilling psychological needs, TV watching was found to be more relaxing than physically active leisure activities. This highlights the potential benefits of leisure activities, especially effortless ones such as watching TV. Therefore, it can be concluded that watching TV can bring relaxation and contribute to psychological need fulfillment and positive well-being outcomes.

These studies support the notion that watching TV can induce relaxation, which aligns with the relaxation component of UNG theory.

5.1.4 Convenience component of conventional TV

Based on the results in Table 15, a majority (46%) of respondents disagreed that they can access TV content at their preferred time and location, while only 34% agreed on it, and 20% remained neutral. This aligns with the findings of previous studies by Chen (2019) and Sahu, Gaur and Singh (2021), indicating that the convenience component of conventional TV is weak.

According to Crowder (2020), conventional TV lacks mobility as it can only be watched in the specific place where it is installed, thus restricting the user's ability to watch TV content on-the-go.

Conventional TV has limitations in choosing channels, as some channels need to be paid to watch (Udoakpan & Tengeh, 2020). Additionally, conventional TV viewers have limited control over their viewing experience as they are required to wait for their favorite program to air according to the predetermined broadcasting schedule (Menon, 2022). They are unable to freely select the content they prefer and must follow the set TV schedule. Additionally,

conventional TV does not provide the ability to rewind, fast-forward, or re-watch content, except when recorded or available through video-on-demand services.

Some respondents may agree that they can access TV content anywhere at their preferred time because of having access to video-on-demand functions or apps such as Astro Go. However, the overall findings and studies suggest that the convenience component of conventional TV does not meet users' expectations. According to the Uses and Gratification (UNG) theory, this lack of convenience means that audiences are less likely to prefer conventional TV.

5.1.5 Financial benefit component and subscription intention of conventional TV

The majority of the respondents remained neutral on the statement regarding the affordability of Astro subscription, with 33% holding this view, while 40% expressed a negative attitude towards it. Only 27% of the respondents had a positive attitude towards the statement.

For those who remained neutral, it is possible that they are not the ones paying for the Astro subscription. University students mostly stay in dormitories where there may not be a TV, so there is a higher chance that these respondents watch TV at their home, where their parents might be paying for the Astro subscription.

The findings of Chen (2019) study suggest that respondents did not find the financial benefit of conventional TV to be satisfactory. However, the study by Sahu, Gaur and Singh (2021) yielded opposite results, indicating that financial benefit is one of the most satisfying components of conventional TV. It is possible that the difference in conventional TV subscription prices between Taiwan and India, the locations of the two studies, could have contributed to this disparity. In Malaysia, the lowest monthly subscription price for Astro is

RM59.99, and a minimum 2-year contract is required (Astro, n.d.). This package has a limit access to certain channels, leading consumers to feel that it is not worth the price.

According to the U&G theory, the respondents' needs for financial benefits were not satisfied by conventional TV. This dissatisfaction may lead to a lower preference for conventional TV and lower subscription intention. Table 19 shows that 47% of the respondents expressed that they will not continue to subscribe to Astro, while 26% remained neutral, and only 27% will continue to subscribe. Therefore, this discussion suggests that university students in the Klang Valley are not satisfied with the financial benefits of conventional TV. This dissatisfaction with the financial benefit component may lead to cord-cutting behavior, as indicated by the low subscription intention expressed by respondents in Table 19.

5.2 The preference of university students in Klang Valley towards OTT video streaming platforms by using the seven components of the uses and gratification approach. (RO2)

This part will be discussing four elements of the UNG theory which are ease of use, convenience, entertainment, financial benefit and the preference subscription mode of the respondents towards OTT video streaming platforms.

5.2.1 Ease of use component of OTT video streaming platforms

Based on Table 20, 88% of the respondents agreed that OTT platforms are easy to use. These findings are consistent with Menon (2022) study, which suggests that convenience and ease of use are motivating factors for subscribing to OTT platforms. However, the studies by Chen (2019) and Sahu, Gaur, and Singh (2021) show that OTT platforms are weak in ease of use component, which is contradictory to the findings of this study. Chen (2019) study on Taiwanese shows that ease of use is also the weakest dimension of OTT, while TV is most competitive. Moreover, Sahu, Gaur, and Singh (2021) study in India shows that OTT platforms still lack ease of use. This difference in findings could be attributed to the varying age groups and locations of the respondents, which may include individuals with higher age groups who are not as familiar with OTT platforms. The respondents in this study are university students who are exposed to technology for a long time and studying in Klang Valley. Additionally, the criteria for the respondents in this study are that they are users of OTT platforms, so they should at least have basic knowledge of how it functions.

Based on U&G theory, the respondents are highly satisfied with the ease of use component, indicating their preference for using OTT platforms. Moreover, Camilleri and Falzon (2021) study found that users' intention to use online streaming services is influenced by perceived usefulness, perceived ease of use, social influence, and facilitating conditions.

The preference for ease of use can be further explained by TAM, which suggests that it fulfills the respondents' perceived ease of use.

5.2.2 Convenience component of OTT video streaming platforms

Table 23 shows that 93% of the respondents agreed that they can access OTT content anytime and anywhere, without any disagreement. This finding is consistent with similar studies by Chen (2019), Sahu, Gaur, and Singh (2021), and Menon (2022), which also highlight the convenience factor as a key motivator for people to subscribe to OTT platforms. These studies support the conclusion that the convenience component of OTT platforms is one of the most significant factors that drives people to use these services, in comparison to the other six components of the U&G theory.

According to Menon (2022), the convenience of OTT platforms has revolutionized the way people consume media. Unlike conventional linear television, where viewers have to wait for their favourite programmes to air at specific times, OTT platforms provide easy accessibility to information and entertainment content through mobile devices. This allows users to watch content at their own convenience, anywhere and anytime they want, as long as they have an internet connection. Moreover, with the advancement of technology, such as compact smartphones and the development of OTT apps, watching television has become a portable activity. Users can pause, rewind, and re-watch their favourite shows, providing greater flexibility in their viewing experience. The ease of accessibility, portability, and flexibility has led to the popularity of OTT platforms among viewers.

Based on the Uses and Gratifications theory, respondents showed high satisfaction with the convenience component, indicating their preference for using OTT platforms. As Camilleri and Falzon (2021) pointed out, the research participants perceived ease of use and usefulness

in being able to access OTT content anywhere, anytime with internet connection. Therefore, the preference for ease of use can be explained by the Technology Acceptance Model (TAM), which suggests that it fulfills respondents' perceived ease of use and usefulness.

5.2.3 Entertainment component of OTT video streaming platforms

Based on Table 24, 92% of respondents agree that OTT content serves as a source of entertainment for them. Contrary to the findings of this study, Sahu, Gaur, and Singh (2021) suggest that in India, OTT platforms are still lacking in the areas of entertainment, ease of use, and social interaction. Nevertheless, other researches are consistent with this study's findings, such as the study by Chen (2019), which suggests that OTT platforms provide greater entertainment value than traditional TV. According to Menon (2022), entertainment gratification plays a significant role in influencing the subscription intentions of OTT video streaming platforms, only convenient navigability, binge watching, and entertainment were found to be significant predictors of continued OTT subscriptions. While relaxation was found to be a positive predictor of OTT subscription, it did not emerge as a motive for continued usage. Instead, it is the entertainment aspect of the uses and gratifications theory that positively influences the intentions of OTT subscribers to continue using the service. The findings suggest that entertainment U&G is the strongest predictor of the continuation intentions of OTT which is also consistent with this study.

Starosta and Izydorczyk (2020) concluded that binge-watching can serve as a form of entertainment, while Halfmann and Reinecke (2021) suggest it is a form of escapist entertainment. Nevertheless, binge-watching can be a valuable and enjoyable source of entertainment.

Based on Uses and Gratifications theory, respondents showed high satisfaction with the entertainment component, indicating their preference for using OTT platforms. As Camilleri

and Falzon (2021) pointed out, one of the perceived usefulness of OTT platforms is using them to satisfy the users' needs for entertainment.

5.2.4 Financial benefit component of OTT video streaming platforms

Table 26 shows that 57% of respondents find OTT subscription packages affordable. However, the findings of Sahu, Gaur, and Singh (2021) oppose this study's results as they found that conventional TV has a competitive advantage over OTT platforms in all gratification components, including financial benefits, except convenience. Nonetheless, Chen's (2019) study supports this study's findings as it also suggests that OTT platforms offer greater financial benefits than conventional TV.

The reason for the gratification with financial benefit component of OTT subscription packages is due to their low prices and the availability of a lot of content. According to Table 8, 63% of respondents prefer Netflix, which offers a monthly subscription for a basic package at RM28, a standard package at RM45, and a premium package at RM55 (Wong, 2023). In comparison, the lowest price for an Astro subscription package is RM59.99. By paying only RM28, consumers can access all the content provided by Netflix, with only a slight reduction in quality, which is still in HD, 720p. Table 8 also shows that 20% of respondents prefer iQiyi and 12% prefer Tencent video. Both of these OTT platforms operate on a freemium model that offers limited free services but requires users to watch advertisements (Sadana & Sharna, 2021). By subscribing to become members of these OTT platforms, users can skip the ads and access some members-only content. The monthly subscription fee for iQiyi's standard package is RM11.90 and its premium package is RM17.90. Tencent Video, also known as WeTV, charges RM16.90 per month. Both options are much cheaper than Astro. Therefore, respondents agree that OTT subscription packages are affordable. Moreover, as shown in Table 10, a majority (82%) of the respondents indicated that they would watch OTT content at least

once a week, with some (24%) watching up to 7 days a week. This suggests that subscribing to an OTT platform is a worthwhile investment, as they would not be wasting their subscription money by not watching it.

Based on the Uses and Gratifications theory, it can be inferred that the majority of respondents are satisfied with the financial benefit component of OTT platforms, which can lead to a preference for OTT platforms over conventional TV.

5.2.5 Preference subscription mode of OTT video streaming platforms

According to table 28, 81% of respondents prefer sharing a subscription account with someone else. The reason for this may be that it is more cost-effective since they can split the subscription cost with the person, they share it with. While iQiyi and Tencent Video allow users to watch on two devices, Netflix does not officially provide account sharing, but it does allow people from the same household to share the account. With the Premium package, users can watch on up to 4 different devices simultaneously, while the Standard package allows 2 devices, and the Basic and Mobile packages allow only 1 device. Sharing accounts with others has no apparent downside, so the respondents find it a convenient option.

5.3 The indulgence level of university students in Klang Valley towards conventional TV and OTT video streaming platforms. (RO3)

This part will be discussing the attractiveness of the content of conventional TV and OTT platforms, comparison between price sensitivity and advertising acceptance, advertising acceptance without disruption of viewing experience and comparison of indulgence level between conventional TV and OTT platforms.

5.3.1 Attractiveness of the content of conventional TV and OTT platform

Based on the findings from Table 29, a significant proportion of respondents (80%) agreed that the content provided by both conventional TV and OTT platforms is fresh and interesting. This trend is consistent with the rise of OTT platforms, which has resulted in an increase in the number of users seeking and demanding on-demand access to both television-produced and originally curated fresh content at their convenience (Gan, 2017 as cited in Sahu, Gaur & Singh, 2021). Dey and Chanda (2022) also suggest that OTT platforms are widely popular for their fresh, latest content, good storyline, and plot, and focus on the quality of work rather than depending solely on commercial success. This suggests that OTT platforms are able to meet the demands and expectations of their respective audiences by offering engaging and captivating content.

OTT platforms also provide a wide range of options for viewers to choose from based on their interests (Chopra, 2021). This means that viewers can continuously watch new content without having to repeat their choices. Moreover, OTT platforms have a variety of original and interesting content that cannot be found anywhere else (Calvello, 2023). Streaming services such as Netflix, Hulu, Disney+, and HBO Max offer classic television shows and movies as well as exclusive content. For example, *Stranger Things*, *Bridgerton*, *Emily in Paris*, and *Orange is the New Black* are some of the popular Netflix original series that have gained a huge following. Other than that, Malaysia local also has fresh and interesting content. For example, Astro has produced new, interesting Malay-based premium series including *Projek High Council*, *One Cent Thief*, *Murder By Moonlight*, *Kudeta* and *Histeria* (*Astro Originals Release New Television Series*, 2023).

Hence, it can be concluded that both conventional TV and OTT platforms have successfully produced new and captivating content, which fulfills the entertainment and relaxation components of the respondents' bases on Uses and Gratification theory.

5.3.2 Comparison between price sensitivity and advertising acceptance

Based on the data presented in Table 34, a significant proportion of respondents (67%) agree that they would be willing to watch advertisements if it meant a reduction in price.

According to Seltzer (2017), students from lower-income families are more likely to be sensitive to costs, it also shows that even wealthy students can be price-sensitive. In line with this, it is not surprising that many respondents (67%) in the study are willing to accept watching advertisements if it means a lower price for their subscription plan. This willingness to accept advertisements suggests that price is a more critical factor for them than avoiding ads. Moreover, it is worth noting that the respondents' tolerance for advertisements may also be influenced by their prior experiences with advertising. Given that traditional TV channels and social media are replete with advertisements, many respondents may have become accustomed to watching ads and may not mind doing so if it means a lower subscription cost.

In summary, the respondents' sensitivity to price and their willingness to accept advertisements suggest that the cost of an OTT platform subscription is a crucial factor in their decision-making process. The prevalence of advertising in their everyday lives may also have influenced their attitudes towards ads.

5.3.3 Advertising acceptance without disruption of viewing experience

According to Table 35, 75% of respondents indicated that they could accept watching advertisements before and after a program instead of in the middle of the program. Nelson et al. (2009) found that commercials interrupting highly engaging moments in a program can be seen as an intrusion or disruption to the viewing experience. It is known that advertisements can disrupt the viewing experience if they appear in the middle of a program as it cuts off the excitement and delay the satisfaction of the content. This question aims to investigate the degree of acceptance of advertisements that do not disrupt the viewing experience. Most

respondents are not reluctant to advertisements themselves as long as they do not disrupt their viewing experience. This may be because viewers can choose to do other things or browse their phone before the program starts, and after it starts, they only focus on the program until the end. For advertisements after the program, it is easier to understand, as viewers can just close or stop watching after the program ends. If the ads are in the middle, viewers may miss out on some parts of the program when it resumes. The results also show that university students in the Klang Valley are not reluctant to advertisements as long as they do not disrupt their viewing experience.

5.3.4 Comparison of indulgence level between OTT platforms and conventional TV

Table 36 shows that 72% of the respondents prefer OTT platforms over conventional TV. To compare the indulgence levels of both platforms, this study used the 7 components of the Uses and Gratification theory. The findings demonstrate that OTT platforms have a competitive superiority in all 7 components, with the convenience component having the largest difference of 59%, and the ease of use component having the smallest difference of only 7%. Overall, the respondents had lower satisfaction with the information and financial benefit components on both conventional TV and OTT platforms, with only 54% and 65% positive attitudes towards the information component, and 27% and 57% positive attitudes towards the financial benefit component.

The results of this study are in contrast with the findings of Sahu, Gaur & Singh's (2021) study, where conventional TV was found to outperform OTT platforms in India on all indulgence components except convenience. On the other hand, Chen's (2019) study showed that the entertainment and ease of use component of conventional TV is higher than that of

OTT platforms, which is different from the findings of this study, but other than these 2 components, other are the same with the findings of this study. However, despite these discrepancies, based on the Uses and Gratification theory, the respondents in this study reported higher levels of satisfaction on all 7 components of U&G theory when using OTT platforms compared to conventional TV. Thus, the study suggests that the respondents prefer to use OTT platforms over conventional TV due to their higher satisfaction levels on these components.

Ease of use - Conventional TV 81%, OTT platforms 88%

Information - Conventional TV 54%, OTT platforms 65%

Relaxation - Conventional TV 68%, OTT platforms 92%

Convenience - Conventional TV 34%, OTT platforms 93%

Entertainment - Conventional TV 69%, OTT platforms 92%

Social interaction - Conventional TV 52%, OTT platforms 76%

Financial benefits - Conventional TV 27%, OTT platforms 57%

Subscription intention - Conventional TV 27%, OTT platforms 66%

5.4 Conclusion

In conclusion, the findings suggest that university students in Klang Valley are generally satisfied with conventional TV, with five out of the seven components of uses and gratification theory being fulfilled, including ease of use, information, relaxation, entertainment, and social interaction. However, the convenience and financial benefit components did not meet the needs of the respondents. In contrast, this study revealed that university students in Klang Valley were satisfied with all seven components of uses and gratification theory towards OTT video streaming platforms, indicating a higher preference for this medium. Overall, the indulgence level of university students in Klang Valley towards both

conventional TV and OTT video streaming platforms is high, except information and financial benefits.

5.5 Limitations

One potential limitation of this study is the **small sample size**, as only 100 respondents were included. This sample size may not be sufficient to fully represent the views and preferences of all university students in the Klang Valley. As a result, the findings of the study may not be generalizable to the broader population and may lack accuracy in terms of the representation.

Secondly, the distribution of the questionnaire was limited in its **diversity**. The study utilized snowball sampling, which initially distributed to Chinese respondents, and subsequently, their Chinese friends, leading to a majority of Chinese respondents. Similarly, the age range of respondents was also limited as their friends were mostly in the same age group. Thus, the results may not be entirely representative of university students in Klang Valley as there was a lack of Malay and Indian respondents.

Thirdly, this study is limited by its **research method**, which is a quantitative study. While it provides an overall perception of respondents towards conventional TV and OTT platforms, it may miss out on specific reasons behind their preferences. Additionally, the limitations mentioned earlier regarding the number and diversity of respondents further restrict the accuracy and generalizability of the findings. A qualitative study may be more suitable for exploring specific reasons behind preferences as it allows for a deeper understanding of individual perspectives and experiences. Unlike quantitative studies, which use fixed or half-fixed questions, qualitative studies can provide better insight and a more accurate understanding of respondents' true reasoning.

Lastly, it should be noted that this study was conducted within a relatively short period of half a year. This **time constraint** could have limited the number of respondents that could be included in the study, as well as the depth and scope of the research that could be carried out. In addition, the researchers were also working on other assignments during this period, which could have further impacted the time and resources available for this study. Therefore, if more time was available, it would have allowed for a larger and more diverse sample size, as well as a more thorough and in-depth investigation of the research questions.

Perception of conventional TV and OTT video streaming platforms among university students in Klang Valley

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Survey Questionnaire

Survey on Perception of conventional TV and OTT video streaming platforms among university students in Klang Valley.

Greetings to all respondents!

I'm Chan Hern Xi, an undergraduate student from Universiti Tunku Abdul Rahman (UTAR) Sungai Long campus, majoring in Bachelor of Communication (HONS) Broadcasting. Currently, I'm working on my final year project (FYP) entitled "Perception of conventional TV and OTT video streaming platforms among university students in Klang Valley". I would like to invite you to participate in my FYP research study. The entire questionnaire will take approximately 5-10 minutes to complete. I would be very grateful if you were able to participate in my research!

The purpose of the study is to determine the most preferred OTT video streaming platforms for university students in Klang Valley and investigate the preference and indulgence level of university students in Klang Valley towards conventional TV and OTT video streaming platforms.

The questionnaire consists of **FOUR** sections:

1. Section A: Demographic Background
2. Section B: Perception towards conventional TV
3. Section C: Perception towards OTT video streaming platforms
4. Section D: Indulgence towards conventional TV and OTT video streaming platforms

To participate in this research, respondents **MUST** fulfil the following criteria:

1. Have watched TV within the past year
2. User of OTT video streaming platforms (Netflix, Viu, iQiyi, Disney+ Hotstar)

If you met the above requirements, I would like to invite you to participate in this research. If you do not meet the criteria you can choose to withdraw anytime.

The participation is entirely voluntary. The responses are completely anonymous and all of the information collected is confidential as this survey is strictly for academic purposes only.

For any inquiries, please do not hesitate to contact me through email at chanhernxi@lutar.my or WhatsApp at 017-8788496.

Your honest response is extremely important to the success of this study. Thank you very much for your participation and have a nice day!

By selecting "**Agree**", indicate you fulfilled all the criteria to participate in this questionnaire and consented to participate in this research.

- a) Have watched TV within this year
- b) User of OTT video streaming platforms (Netflix, Viu, iQiyi, Tencent video, Disney+ Hotstar)

Agree

Disagree

Questionnaire

Instructions:

Kindly response to the questions by selecting the most suitable option for you that each item describes below.

Section A: Demographic Background

1) Gender

Male

Female

2) Age

18 - 19

20 - 21

22 - 23

24 - 25

3) Race/Ethnicity

Malay

Chinese

Indian

Natives

4) Academic level

Foundation/A-level

Diploma

Degree

Master

PhD

5) University

UM

UKM

UTAR

TAR UMT

Monash

6) For conventional TV, what channel do you usually watch?

Media Prima channels (8TV, TV3, NTV7, TV9)

RTM channels (TV1, TV2)

Astro channels

7) How often do you watch TV?

Everyday

Twice per week

Once per week

Once per month

Once per half-year

Once per year

8) Among the OTT video streaming platforms, which one do you prefer the most?

- Netflix
- Disney+ Hotstar
- Amazon Prime
- iQiyi
- Tencent Video
- iFlix
- Viu
- Apple TV+

9) What device do you use for OTT streaming?

- Smart TV
- Desktop PC
- Laptop
- Tablet (Ipad/ Samsung Galaxy Tab)
- Smartphone

10) How often do you watch content from OTT video streaming platforms?

- Everyday
- 4 - 6 days per week
- 1 - 3 days per week
- 2 times per month
- Once per month

11) What content do you usually watch?

- Drama series

- Cartoon/Anime
- Entertainment show
- Movie
- Documentary
- News
- Sports
- Food and travel

Section B: Perception towards conventional TV

Instructions:

Please rate the truth of each statement that best represents your satisfaction towards the following components of conventional TV. The following rating scale to make your choices where

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Statement	1	2	3	4	5
1. TV is easy to use.					
2. I usually watch informative content on TV.					
3. Watching TV content can make me relax.					
4. I can access TV content anywhere according to my preference time.					
5. TV is a source of entertainment for me.					
6. TV can help in my social interaction (e.g. Discuss with friends and peers about TV shows and programmes)					
7. Astro subscription package is affordable.					
8. I will continue to subscribe to Astro.					

Section C: Perception towards OTT video streaming platforms

Instructions:

Please rate the truth of each statement that best represents your satisfaction towards the following components of OTT video streaming platforms.

The following rating scale to make your choices where

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Statement	1	2	3	4	5
1. OTT platform is easy to use.					
2. I usually watch informative content on OTT platform.					
3. Watching OTT content can make me relax.					
4. I can access OTT content anywhere according to my preference time.					
5. OTT content is a source of entertainment for me.					
6. OTT content can help in my social interaction. (e.g. Discuss with friends and peers about OTT programmes)					
7. OTT subscription package is affordable.					
8. I will continue to subscribe to the OTT platform.					
9. I prefer sharing subscription account with someone else than subscribing alone.					

Section D: Indulgence towards conventional TV and OTT video streaming platforms

Instructions:

Please rate the truth of each statement that best represents your opinion towards the following components of conventional TV and OTT video streaming platforms.

The following rating scale to make your choices where

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Statement	1	2	3	4	5
1. The content of TV and OTT platform is fresh and interesting.					
2. The content of TV and OTT platforms is sufficient for me.					
3. TV and OTT content is my primary source of entertainment.					
4. I will choose to watch TV and OTT content to relieve my stress.					
5. The current subscription price is reasonable.					
6. I can accept watching advertisements if the price is lowered.					
7. I can accept watching advertisements before and after the programme instead of in the middle of the programme.					
8. I will only watch programmes from OTT rather than conventional TV.					

Faculty of Creative Industries

Research project Evaluation form

Supervisor/ Reviewer: Iza Sharina Binti Sallehuddin

Student's Name: Chan Hern Xi

Student ID: 1902188

Programme: Bachelor of Communication (Honours) Broadcasting

Research Project Title:

Perception of conventional TV And OTT video streaming platforms among university students In Klang Valley

Instruction: Please score each descriptor based on the scale provided below: (1 = very poor, 2 = poor, 3 = average, 4 = good and 5 = very good)

Abstract (5%)	Score	Convert
1. Adequately describes the entire project		
2. States clearly the research problem		
3. Describe briefly and clearly the approach/methodology of the study		
4. Highlights the outcomes/significance of the study		
Sum		
Subtotal (sum / 4)		
Remark:		
Introduction (10%)	Score	Convert
1. Fitting introduction to the subject of the study		
2. Concepts/definitions well explained		
3. Scope of study well described		
4. Statement of the research problem/research questions		
Sum		
Subtotal (sum / 2)		
Remark:		

Literature Review (15%)	Score	Convert
1. Latest research/work done in the area of study		
2. Explication of theories used		
3. Constructive discussion on publications in relation to the topic of study		
Sum		
Subtotal (sum *1)		
Remark:		
Methodology (10%)	Score	Convert
1. Research method explained clearly(inclusive of clear explanation of sampling techniques used, where applicable only)		
2. Appropriate research design/framework/questionnaire		
Sum		
Subtotal (sum * 1)		
Remark:		
Findings & Analysis (20%)	Score	Convert
1. Data analysis is appropriate		
2. Data analysis is detailed		
3. Pertinent use of diagrams/tables/graphs, correlated with content/Analysis supported by evidence		
4. Clear interpretation, well explained		
Sum		
Subtotal (sum * 1)		
Remark:		
Discussion & Conclusion (15%)	Score	Convert
1. Appropriate; related to the objective of the study		
2. Shortcomings of the study & recommendations for future study		
3. Conclusion is apt, clear		
Sum		
Subtotal (sum * 1)		
Remark:		

Language & Organization (15%)	Score	Convert
1. Correct use of English and technical language		
2. APA format is followed		
3. Comprehensiveness of content and presentation		
Sum		
Subtotal (sum * 1)		
Remark:		
Presentation (10%)	Score	Convert
1. Ability to answer questions from the panel (4 Marks)		
2. Presentation delivery is clear (4 Marks)		
3. Body language (2 Marks)		
Subtotal (sum * 1)		
Remark:		
	TOTAL	100%
Penalty: maximum 10 marks for late submission or poor attendance for consultation with supervisor		
	FINAL MARK	100%

****Overall Comments:**

Signature: _____

Date: _____