

## Understanding the Intentions of Young Egyptian to Continue Using OTT Platforms

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### ABSTRACT

This research paper explores the determinants of Over the Top (OTT) platform intention to use and examine demographic factors such as gender, Education, and Age. The data was collected primarily using questionnaires administered to 227 Young users of OTT video streaming platforms in Egypt.

The key determinant of OTT platforms includes Ease of Effort, Content Quality, Habitual Behavior, Value Expectancy, Social Ties and Facilitating Conditions.

The market of OTT platforms in Egypt is growing and is expected to gain higher momentum in the coming few years. The outcomes of the study will help the managers in comprehending and devising different strategies for consumers of OTT video streaming platforms.

The study is one of the early attempts and most recent aiming to understand the factors affecting the continue intention to use of OTT platforms in Egypt. The results show that Ease of Effort, Content Quality and Facilitating Conditions has a positive effect on the continue intention to use of OTT platforms among young Egyptians.

**KEYWORDS:** OTT platforms, Continuation intention, Content quality, Facilitating conditions, Technology acceptance model (TAM)

### INTRODUCTION

Over-the-top platforms, or OTT platforms, are a type of streaming service that delivers content to consumers directly via the internet. Over-the-top (OTT) platforms have grown in popularity in recent years as they offer a broad variety of on-demand content. Lai et.al in 2014, described the streaming media service that was directly given to viewers through the internet as an over-the-top (OTT) media service<sup>1</sup>. OTT primarily referred to the broadband delivery of audio and video material without the involvement of operators for content monitoring and distribution. OTT had grown to be a very popular medium in the modern day especially among young

customers<sup>2</sup>. In terms of the number of viewers, OTT outpaced live-streaming, cable, and satellite TV distribution channels, which were viewed as selectors or transmitters of the aforementioned material.

Egypt has had access to video streaming since 2011 when Shahid, a regional platform, was introduced. Outside of China, the United States, and India, Shahid is regarded as the largest premium VOD provider in the world. The free-ad premium platform, Shahid VIP, was unveiled in 2019. Other providers also exist namely, Netflix and Watch-It.<sup>3</sup>

<sup>1</sup>Lai, H.C., Yu, Y.C., Tuan, Y.M. and Kuo, H.S. (2014), "Multi-screen services adoption and use-diffusion: the BEST model perspective", 2014 IEEE International Conference on Industrial Engineering and Engineering Management, pp. 783-787

<sup>2</sup>Dasgupta, D. and Grover, D. (2019), "Understanding adoption factors of over-the-top video services among millennial consumers", International Journal of Computer Engineering and Technology, Vol. 10 No. 1.

<sup>3</sup>Allam, Rasha; Chan-Olmsted, Sylvia (2020). The development of video streaming industry in Egypt: examining its market environment and business model. Journal of Media Business Studies, (), 1–19. doi:10.1080/16522354.2020.1853436

Two trends have a clear impact on the expansion of Video Service Providers (VSP) in Egypt: the wide adoption of smart gadgets, particularly smart phones and tablets as well as Egypt's high percentage (60%) of young population. Video on Demand (VOD) has become an essential viewing habit of the young generation even through YouTube channels.<sup>4</sup>

### LITERATURE REVIEW

Researchers widely adopted Technology acceptance model (TAM) and the unified theory of acceptance and application of technology (UTAUT) aiming to measure the behavioral intention and satisfaction of users<sup>5</sup>. Developed by Venkatesh, Morris, Davis, and Davis in 2003, the (UTAUT) explains how technology is accepted and utilized by consumers. The UTAUT model consists of four primary constructs:

First is the users' belief that utilizing the technology will assist them in achieving their objectives. Second is the users' expectation that utilizing the technology will be simple. Third is users' perception of how others believe they should utilize the technology. Fourth is the users' perception that they have the necessary resources and support to utilize the technology.

The UTAUT model has been utilized to examine the adoption of numerous technologies, including OTT streaming services. In a study on the adoption of over-the-top (OTT) streaming services in India, Shah and Mehta (2022) discovered that the UTAUT model was an effective predictor of intent to adopt OTT streaming services. The study discovered that performance expectations, effort expectations, and social influence were the most significant predictors of intent to adopt OTT streaming services.

OTT streaming service providers can use the UTAUT model to comprehend the factors that influence user adoption of their services. By gaining an understanding of these factors, service providers can devise strategies to increase service adoption.

UTAUT model had suggested four essential components, namely, perceived usefulness, perceived ease of use, facilitating conditions and social norms.<sup>6</sup>

<sup>4</sup>Information and Communication Technology Report (2020). ICT indicators. [http://www.mcit.gov.eg/Upcont/Documents/Publications\\_1982020000 ICT\\_Indicators\\_Quarterly\\_Bulletin\\_Q1%202020.pdf](http://www.mcit.gov.eg/Upcont/Documents/Publications_1982020000 ICT_Indicators_Quarterly_Bulletin_Q1%202020.pdf)

<sup>5</sup>Indrawati, H. and Sri, K. (2015), "The use of modified theory of acceptance and use of technology 2 to predict prospective users' intention in adopting TV streaming", 5th International Conference on Computing and Informatics (ICOCI) 2015, Istanbul, available at: <http://repo.uum.edu.my/15548/> (accessed 20 January, 2021)

<sup>6</sup>Venkatesh, V., Thong, J. and Xu, X. (2012), "Consumer acceptance and use of information technology: extending the

The aim of this study is to predict potential consumers' acceptance of OTT services. It is believed that UTAUT is the most appropriate theoretical model.

According to the UTAUT model, behavioral intention controls how technology is actually used. The perceived likelihood of adopting the technology is dependent on the direct effect of four key constructs value expectancy, ease of effort, social influence and facilitating conditions such as security conditions and infrastructure.<sup>7</sup>

The objective of the study is to analyze the factors in the UTAUT model that would influence the adoption of OTT services among young Egyptians. The study is undertaken to better comprehend the factors that were appropriate to examine OTT usage and perceived consumer satisfaction in Egypt. It aimed at providing market insights that can be used to draft set of recommendations regarding OTT services.

### Value Expectancy (VE)

Researchers made numerous observations that proved that VE was crucial in the decision to use information technology (IT)<sup>8</sup>. In this study, VE has been defined as "the degree to which users believed that the perceived usefulness of using OTT would help generate value for a young Egyptian".

### Ease of Effort (EE)

EE is defined as the scope of simplicity linked to the usage of technological systems/entities.<sup>9</sup> In this study, EE has been defined as "the extent to which users believed that the usage of OTT services enhanced ease of use and self-efficacy"

### Content Quality (CQ)

The quality of experience and service providers are required to better utilize resources in the context of OTT to create better customer experience.<sup>10</sup> In the current study, CQ has been defined as "the characteristics of

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unified theory of acceptance and use of technology", MIS Quarterly, Vol. 36 No. 1, pp. 57-178.

<sup>7</sup>Venkatesh, V., Morris, G., Davis, G. and Davis, F. (2003), "User acceptance of information technology: toward a unified view", MIS Quarterly, Vol. 27 No. 3, pp. 425-478

<sup>8</sup>Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2021). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. *Journal of Science and Technology Policy Management*, 13(3), 652-682. <https://doi.org/10.1108/JSTPM-09-2020-0135>

<sup>9</sup>Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2021). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. *Journal of Science and Technology Policy Management*, 13(3), 652-682. <https://doi.org/10.1108/JSTPM-09-2020-0135>

<sup>10</sup>Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2021). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. *Journal of Science and Technology Policy Management*, 13(3), 652-682. <https://doi.org/10.1108/JSTPM-09-2020-0135>

content developed by OTT service provider that would be used by Young Egyptians”.

### Habitual Behavior (HB)

The habit of utilizing OTT services has been abstracted as intervals when users spontaneously accessed OTT platforms without really thinking about it, it becomes a regular habit.<sup>11</sup> In the current study, HB has been defined as “periodic behavior repeated regularly and tended to occur subconsciously by Young Egyptians”.

### Social Influence (SI)

The perceived belief regarding the importance of the usage of a new technology system was influenced by other individuals affecting the intention to use products and services.<sup>12</sup> In the current study, SI has been defined as “the extent to what end a Young Egyptian admittance was shaped by others’ opinions”.

### Facilitating Condition (FC)

FC was identified as availability of the technical infrastructure and support for using OTT video streaming platforms.<sup>13</sup> In the current study, FIC has been defined as “the convenience of available features that supported the Young Egyptians’ usage of the OTT services.”

### Continuation Intention to Use (CIU)

Previous recent research on OTT video streaming platforms showed that U&G of OTT influence continuation intention and user behavior. Past studies also showed a positive relationship of U&G of OTT with satisfaction, affinity, and chord cutting.<sup>14</sup> In the current study, CIU has been defined as “the likelihood to

continue watching OTT video streaming platforms by young Egyptians”.

A recent study conducted in 2021 by Nagaraj et.al identified fourteen reasons for subscribing to OTT services. Five of which (content, convenience, features, price & quality) along with demographics were found significant.<sup>15</sup> This research reflect specifically on the young Egyptians (Gen Z &Alfa) living in Greater Cairo.

The research questions for this study are:

RQ1: What are the factors influencing the intention to use OTT platforms in Gen Z & Alfa customers in Greater Cairo?

RQ2: to what extend do these factors influence the intention to use OTT platforms in Gen Z & Alfa customers in Greater Cairo?

### STATISTICAL HYPOTHESIS

H1: There is a statistically significant positive relationship between EE and OTT platform customer Continuation Intention to Use among Gen Z & Alfa customers in Greater Cairo.

H2: There is a statistically significant positive relationship between VE and OTT platform customer Continuation Intention to Use among Gen Z & Alfa customers in Greater Cairo

H3: There is a statistically significant positive relationship between CQ and OTT platform customer Continuation Intention to Use among Gen Z & Alfa customers in Greater Cairo

H4: There is a statistically significant positive relationship between HB and OTT platform customer Continuation Intention to Use among Gen Z & Alfa customers in Greater Cairo

H5: There is a statistically significant positive relationship between SI and OTT platform customer Continuation Intention to Use among Gen Z & Alfa customers in Greater Cairo

H6: There is a statistically significant positive relationship between FC and OTT platform customer Continuation Intention to Use among Gen Z & Alfa customers in Greater Cairo

### RESEARCH METHODOLOGY

The proposed conceptual model has been presented in Figure 1.

<sup>11</sup>Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2021). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. *Journal of Science and Technology Policy Management*, 13(3), 652–682. <https://doi.org/10.1108/JSTPM-09-2020-0135>

<sup>12</sup>Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2021). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. *Journal of Science and Technology Policy Management*, 13(3), 652–682. <https://doi.org/10.1108/JSTPM-09-2020-0135>

<sup>13</sup>Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2021). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. *Journal of Science and Technology Policy Management*, 13(3), 652–682. <https://doi.org/10.1108/JSTPM-09-2020-0135>

<sup>14</sup>Menon, D. (2022). Purchase and continuation intentions of over -the -top (OTT) video streaming platform subscriptions: A uses and gratification theory perspective. *Telematics and InformaticsReports*, 5, 100006. <https://doi.org/10.1016/j.teler.2022.100006>

<sup>15</sup>Nagaraj, Samala & Singh, Soumya & Yasa, Venkat Reddy, 2021. "Factors affecting consumers’ willingness to subscribe to over-the-top (OTT) video streaming services in India," *Technology in Society*, Elsevier, vol. 65(C).

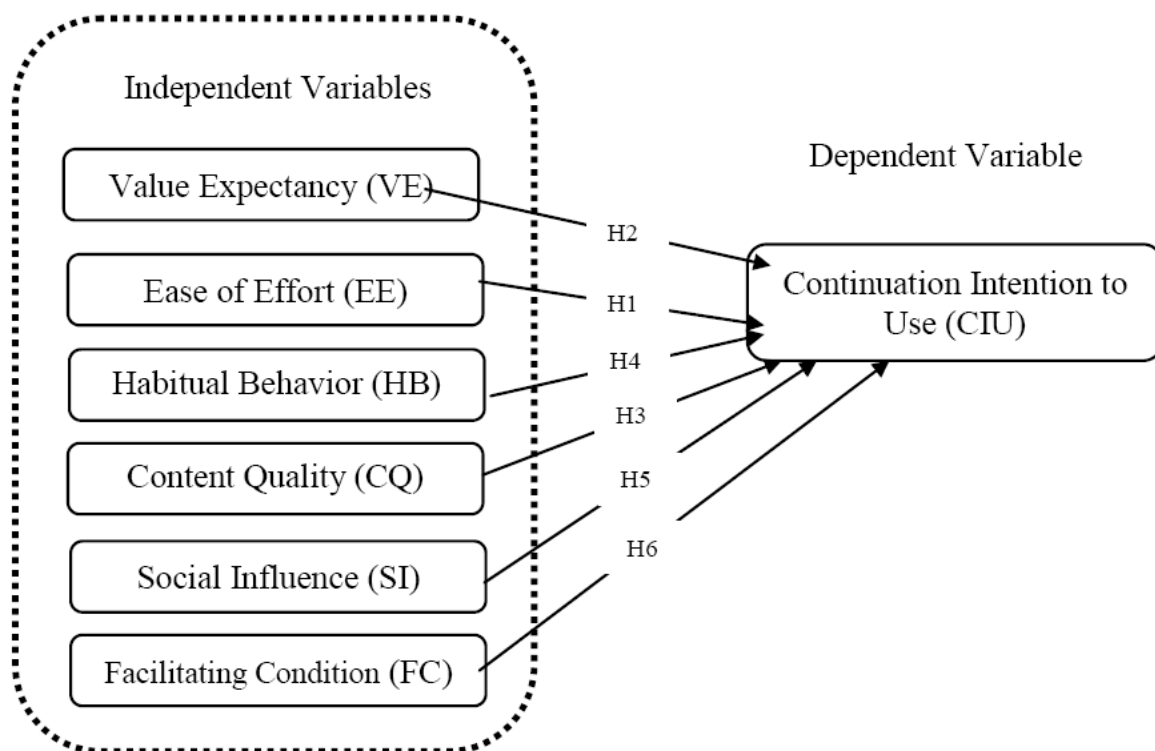


Figure 1. The proposed Conceptual Model

A survey was conducted to categorize the key factors expected to influence the customers' continuing intention to use OTT platform. The survey utilized a 5 point Likert scale (with 1 as 'strongly disagree' and 5 as

'strongly agree') related to the identified constructs from previous studies (Bhattacharyya et. al, 2021; Nagaraj et.al, 2021; ELSafty and Boghdady, 2022)

Table 1. Measurement Scale of the Constructs

Construct	Scales	Source
<b>Dependent Variable</b>		
CIU	I intend to watch a movie at home on an OTT platform than to watch a movie at a cinema hall	Davis, 1992; Venkatesh, 2012
<b>Independent Variable</b>		
FC	I shall spend more money on digital and mobile devices to access OTT platforms	Nagaraj et. al, 2021
CQ	The star-cast of a movie, influence your movie-viewing choices. (q20) The movie genre influences your movie-viewing choices. (q21) The variety of content on OTT affects my decision to go to the cinema. (q 22)	Yousry, 2006; Sabyasachi, 2019
EE	I find it easy to access OTT platforms through digital and mobile devices, including (smart TVs, smartphones and tablets) The navigation and process of browsing an OTT platform is easy for me.	Xu, 2013; Kim, 2009
VE	The price of OTT platforms is reasonable in terms of the value it gives. (q17) Watching movies in cinema hall is more costly than subscribing to OTT platform. (q18) However, the cinema experience is worth the money. (q19)	Venkatesh, 2012
HB	I visit cinema halls to break the routine. (q10) The use of OTT platforms has become a habit for me (q11)	Ajzen, 2002; Kim, 2005
SI	I want to watch a movie, I see the most trending on an OTT platform. When a movie is trending on social media platforms, I must watch it If my community decided, not to watch or abandon a movie I must do the same. The word-of-mouth influences your movie-viewing choices.	Nagaraj et. al, 2021

The internal consistency of the scale items was determined through a pilot study using Cronbach's alpha that was found to be equal to 0.739 suggesting that the

items have relatively high internal consistency.<sup>16</sup> The respondents provided feedback on the clarity of questions using verbal protocol method.

<sup>16</sup>What does Cronbach's alpha mean? | SPSS FAQ (ucla.edu)

Two of the participants didn't understand the meaning of OTT platform, so we proceeded by adding a description to explain each variable.

Data was collected using online questionnaires using a non-probability convenience sampling method. The survey was conducted in Greater Cairo Egypt between November 2022 to January 2023 and respondents ranged from age 18 to 30 years old. The questionnaire consists of 50 questions measuring one dependent variable and six independent constructs and another 4 general questions for descriptive analysis. Using the sample size calculator, the adequate sample size was determined to be 200 respondents at a 95% confidence level and 10%

Table 2. Gender Descriptive Statistics

	No.	%
Gender		
Male	88	38.8
Female	139	61.2
Age Group (in years)		
15 to less than 20 years	35	15.4
20 to less than 25	172	75.8
25 to less than 35	20	8.8
Disposable Income		
Less than 5000 EGP	151	66.5
5000 to 10000 EGP	76	33.5

Researchers conducted testing of hypothesis (ANOVA and 2-independent sample t-test) to confirm the prevailed pattern detected from leading us to believe that the sample is homogenous. 74% of the respondents visit the cinema 1-2 times per year, and almost half of them decreased their visit to the cinema because of OTT

Table 3. Correlation Coefficient

Independent Constructs	Dependent Variable		Strength of Relationship	Statistically Significant
	Pearson Correlation	Sig. (2-tailed)		
VE	0.026	0.693	-	Statistically Insignificant
EE	0.271	0.000	Weak Positive Relationship	Statistically Significant
HB	-0.030	0.649	-	Statistically Insignificant
CQ	0.313	0.000	Moderate Positive Relationship	Statistically Significant
SI	0.121	0.069	-	Statistically Insignificant
FC	0.218	0.001	Weak Positive Relationship	Statistically Significant

Half the constructs in the proposed model were statistically significant due to the significance value that was less than 0.05. Factors that were found with statistically significant collection with dependent variable are: Ease of Effort, Content Quality and Facilitating Conditions.

**Summary of Hypothesis Testing using Bivariate Pearson's Correlation.**

The stepwise multiple regression tests gave quality to four models, the fourth having the highest Adjusted R Square value of 0.144 and the maximum number of

as confidence interval which is acceptable to conduct an exploratory social research. Data was collected using an online questionnaire

**DATA ANALYSIS AND RESULTS**

The first step in data analysis procedure was reporting the demographic profile of the respondents. The demographics are shown in Table 1. Out of 227 respondents, 61.2% were females, 72% are students between the age of 20 to less than 24 years old, and 67% of the respondents have a monthly income of less than EGP5000.

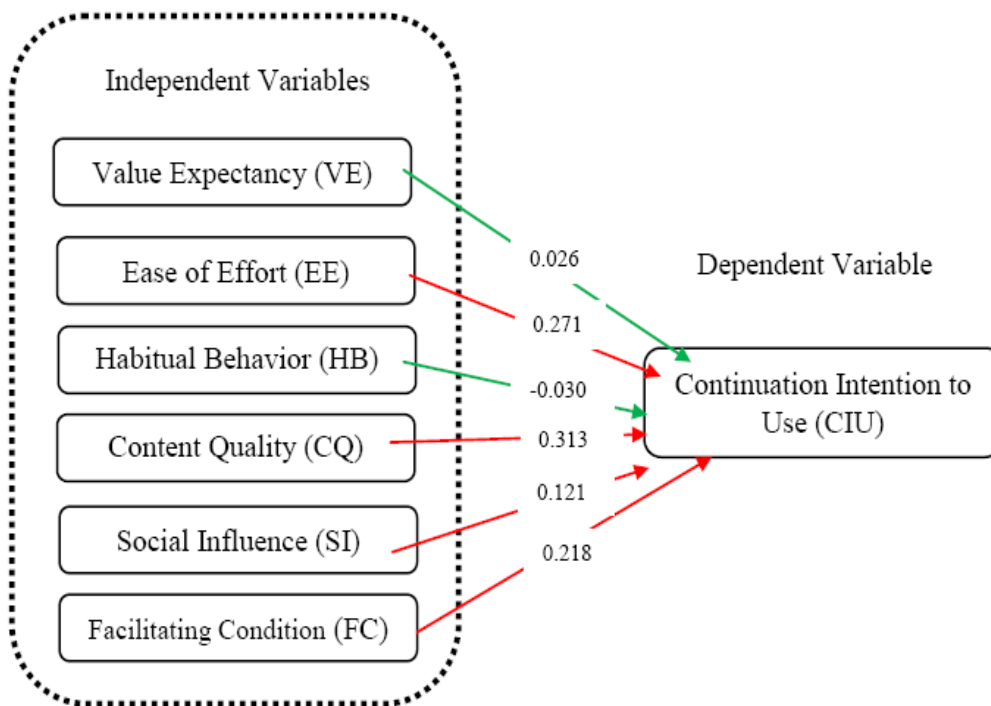
platforms. Even cinema addicts lessened their visits to cinema halls because of OTT platforms.

In order to test the relationship presented in the theoretical framework, a correlation analysis was performed using Person's correlation coefficient test.

predictors. This model included four constructs: Ease of Effort, Content Quality, Facilitating Conditions and Habitual Behavior.

The findings imply that the explained variance in OTT platform Continuation Intention to Use is much less than the unexplained variation leading us to believe that other variables need to be furtherly tested.

Menon (2022) in his article examined the uses and gratifications of OTT video streaming platforms and realized that convenient navigability and binge watching were very important aspects.



All standardized coefficients are found statistically Significant at  $p < 0.05$   
 All standardized coefficients are found statistically Insignificant at  $p > 0.05$

Figure 2. Bivariate Pearson's Correlation

Source: Developed by the researchers based on the analysis

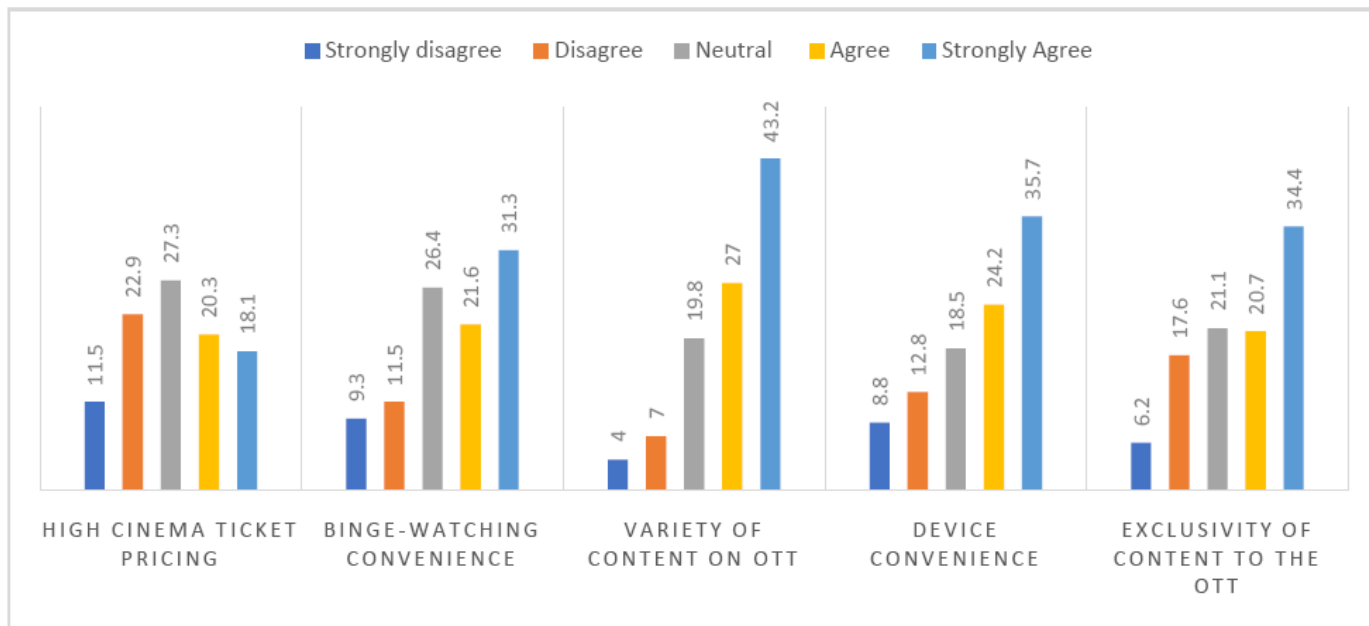


Figure 3. Motivation of OTT platforms

Figure-3 indicates that variety, convenience and content exclusivity are the most important factors motivating OTT platforms continuing intention to use. Almost 70%

of the respondents use multiple devices to connect to OTT platforms to watch Netflix and Shahid, mainly.

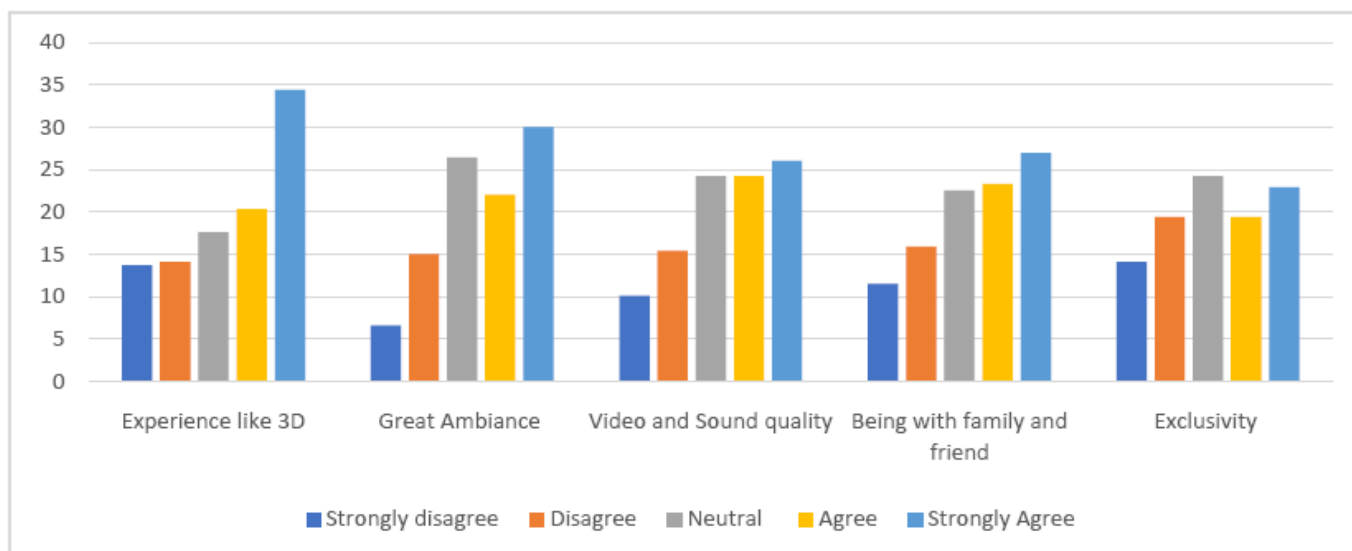


Figure 4. Motivation for Cinema Visits

Figure 4 indicates that 3D or more experience and ambiance are the most important factors motivating visiting halls of cinema, an experience that cannot be matched by OTT platforms. 37% of respondents preferred to watch a movie at the Cinema to attend Horror and adventure movies enjoying light systems, sound systems and comfortable seats, or in other words “unprecedented ambiance.”

**CONCLUSION**

**Theoretical Implications**

The present study has many theoretical implications. It provided valuable insights about the Young Egyptian consumers with respect to continuing intention to use OTT platforms. The findings supported the conclusion made by other scholars mentioned in the literature review. Ease of Effort, Content Quality and Facilitating Conditions should be considered because they have the most significant impact on the OTT platform continuing intention to use.

Yet, the current study shed light on other aspects that were not covered in previous studies. First, previous research did not assess the impact of Uses & Gratifications (U&G), subscription method, enjoyment of OTT video streaming platforms building upon Sundar & Limperos’ (2015) argument that many new gratifications are emanating from new media, and many are still untapped across the broader U&G literature. Second, previous research did not assess the determinants of satisfaction for example if a media interface limits its user navigability, that can lead to dissatisfaction which might be highly related to OTT platform continuing intention to use. Finally, user activity might be a crucial factor leading us to believe that relaxation is one of the motives behind the OTT

subscription while entertainment predicts its continuation.<sup>17</sup>

**Practical Implications**

This study has also many professional implications for the video-on-demand industry where marketers should pay more attention to the most significant elements affecting OTT platform continuing intention to use. It should be noted that competition is increasing, and thus OTT platforms’ customers expect to obtain the best value money paid through subscription.

This can be achieved through enhancing adaptability to match consumers’ preferences especially with influencers beside providing compatibility with other multi-system and improving the service level aiming to enhance the enjoyment for consumers.

**LIMITATION AND FUTURE WORK**

First, the current research is mainly based on the OTT user of a certain age group (15-30 years old) in Egypt, we encourage other researchers to validate a similar research model with other age groups and cultures. Second, our study design was based on a cross-sectional design, we recommend that future researchers conduct more sophisticated research. Lastly, in this study, we focused on factors affecting OTT continuation intentions to use, we encourage researchers to include other variables such as Uses & Gratifications (U&G), subscription method, enjoyment of OTT video streaming platforms.

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None.

<sup>17</sup>Menon, D. (2022). Purchase and continuation intentions of over -the -top (OTT) video streaming platform subscriptions: A uses and gratification *Reports*, 5, 100006. <https://doi.org/10.1016/j.teler.2022.100006> theory perspective. *Telematics and Informatics*

## CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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## ETHICAL CONSIDERATION AND INFORMED CONSENT

Not applicable.

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