



## Netflix Preference and the Viewership of DSTV among Babcock University Undergraduates

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**Abstract.** Since the advent of Netflix in Nigeria in 2016, there has been a decline in the viewership of DStv channels. Existing literature have investigated the impact Netflix has on DStv in other African countries, but no study has been conducted in Nigeria especially with respect to Nigerian university undergraduates. As such, this study examined the preference of Netflix and viewership of DStv channels among Babcock university undergraduates. The study adopted the uses and gratification theory, media dependency theory and technology acceptance model for the study. The study adopted the multiple sampling methods and employed the survey research design. With the aid of a well-structured questionnaire, the research gathered data from three hundred and seventy three (373) respondents across three schools in Babcock University. The collated data were analyzed, research hypotheses tested and results presented in table format. The study found that Babcock university undergraduates generally did not have a preference and viewership of DStv (“disagreed”) but agreed with the factors that motivate a preference for Netflix. Further investigation showed a significant gender difference in the viewership of DSTV among Babcock university undergraduates.

**Keywords:** DStv, Netflix, Preference, Viewership, Over-the-top television

### 1. Introduction

Wilber (2022) opined that the concept of Over-the-top (OTT) Television service could be seen as an alternative to the existing traditional satellite or cable television in the delivery of media contents.

Studies, including Moghaddam, Car, Burgess, Mathur, Huang, Feamster, Felten, Mittal, and Narayanan (2019) have shown that the number of over-the-top television subscribers is on the drastic

increase every day globally. Tengeh and Udoakpan (2021), also agreed with some researchers that such a spike has been a result of availability, accessibility, and low-cost broadband data existing globally. Park and Kwon (2019) pointed out that over-the-top media firms are transforming the competitive relationship among media firms in the broadcasting market and the structure of the broadcasting industry, hence, increasing accessibility, improving content delivery, and improving customer satisfaction through competition.

In America, it was estimated that by the end of 2019, 34% of U.S households would cut off their traditional pay-TV subscription as a result of the emergence of OTT TV services (Tingley, 2020). Wilbert (2022), identified the 10 most popular OTT streaming services as Netflix, Disney+, Hulu, ESPN+, Prime Video, HBO Max, Youtube TV, Starz, Sling TV, and Peacock. According to this report Netflix emerged as the most popular OTT streaming service globally using metrics such as titles, capacity, and pricing plans (Wilbert, 2022). It also raises the question of what the future holds for viewers and the television industry as technology grows more sophisticated. This is concerning and has been debated by the UN specialized agency for ICTs (2022). The situation is no different in Africa, as some regulatory authorities are clamoring for a regulatory environment that will enable the growth of Internet-based content and the pay-TV industry (Envisioning the future of television in Europe and beyond, 2022).

In Africa, the two sub-Saharan African countries leading in OTT TV streaming services, are South Africa and Nigeria (Broadcast Media Africa, 2022), where reports showed that by 2026, Africa will be experiencing up to 15.06 million video-streaming subscribers and Nigeria and South Africa, accounting for 2.3million of the additional 10million on the present 5.11million of the video streaming

subscribers existing currently (Broadcast Media Africa, 2022).

It is assumed that this growth as predicted might surpass the above figure by 2026 owing to the growing population of the two countries, recording 206.14 million people as of the year 2020 and 59.30 million for Nigeria and South Africa respectively (Trading Economics, 2022; PopulationU, 2021).

The Broadcast Media Africa Report 2022, established that Netflix, Disney+ and Showmax rank as the top three OTT streaming services in Africa. Netflix was the number one video streamer in Africa accounting for more than half the total figure of OTT TV subscribers in Africa (Broadcast Media Africa, 2022). Hence, it is very important to look at the effect of the emergence of Netflix on DSTV subscriptions in Nigeria as it was the most popular cable television service in the country.

It is on the premise that these are the most popular OTT streaming services in Africa and Nigeria is the most highly populated country in Africa that Netflix (and DSTV?) and Nigeria were selected for this study.

## 2. Literature Review

The literature review will provide the context of the study in terms of the operation of DSTV and Netflix in Nigeria as well as the relevance of the youth as a demographic segment of OTT streaming services. Discussion will follow on relevant studies and will conclude with the theoretical framing of the study.

### 2.1 DSTV Operation in Nigeria

DSTV with the brand name MultiChoice, is a joint venture between the company and a Nigerian businessman by the name Adewunmi Ogunsanya (About MultiChoice Nigeria, n.d). It began its operation in Nigeria in the year 1993 as a pay-TV service provider, offering numerous channels ranging from entertainment, news, sports, education, kiddies, etc (About MultiChoice Nigeria, n.d). Since its inception in Nigeria, DSTV has operated on a monthly subscription business model. DSTV customers have the option to subscribe to a specific bouquet of channels based on what suits the customer's needs, resources capability, or the drive for a particular program of interest.

On August, 22 2020, the Nigeria Senate made it a deliberation and constituted a seven-man adhoc committee in one of their seating, to investigate the reported claim of DSTV customers against the sudden hike in subscription price (Unini, 2022). This

claim alleged that DSTV informed their customers, especially the compact subscribers to “expect a 13.3% price increase to N7,900 up from N6,975 commencing from September 1, 2020” (Umoru, 2022; Unini, 2022) and this came immediately after the mandate from the Nigeria Senate to all pay-tv service providers to evaluate their bouquet prices downwards for customers in line with the harsh economic situation in Nigeria. This claim upon being proven by the Nigerian Senate, resolved, that the Federal Ministry of Communications and Digital Economy, and the Nigerian Communications Commission should in line with the people's voices direct all pay-tv providers with emphasis on DSTV to introduce a pay-per-view model of subscription as against the month to month prepaid model currently in place (Gazelle News, 2022; Unini, 2022).

### 2.2 Netflix Operation in Nigeria

Netflix was reported to be the largest on-demand streaming platform on the internet. It came to existence in Nigeria in the year 2016, at the point its emergence was established in 130 countries (Nwabuikwu, 2022). The emergence of Netflix in Nigeria in 2016 led to the birth of Netflix Naija as a streaming company with an office in Nigeria, acquiring a Nigeria-made movie “Lionheart” as the first streamed Nigerian movie on the platform (Nwabuikwu, 2022) with the aim of commissioning its own project.

Also, from the empirical analysis of this study, NetFlix emerged also as the most popular in Nigeria and thus informed the research direction on Netflix subscribers vis-a-vis DSTV subscribers in Nigeria. Its services and operations adopted the pay-per-view model with an affordable tariff cutting across its three different plans Basic plan, Standard plan, and Premium plan (Ajibola, 2021). In Nigeria, it was estimated in 2019 that not less than 50,000 consumers of TV content have subscribed to Netflix (Oludimu, 2019). This demonstrates the desire within the country to migrate to the over-the-top television services.

### 2.3 Review of Related Works

Gupta and Singharia (2021) investigated OTT media streaming consumption during the COVID-19 lockdown period and discovered that the shift from traditional media to over-the-top (OTT) media, especially during the COVID-19 lockdown period, has ultimately resulted in a war between online streaming suppliers to attract and retain customers. The authors recommend that service providers must

pay close attention to characteristics that improve involvement and user experience. Latiff, Ridzuan, Mohideen, Anuar, and Shukri (2016) in a study on how young people use internet television in Malaysia discovered that the viewing habits and practices are different from those for traditional television.

Dasgupta and Grover (2019) investigated the factors that influence millennial customers' adoption of over-the-top video services in India and discovered that data usage is one of the top worries of millennials when it comes to using OTT services to consume content. In a related study, Thakur (2021) discovered that diverse content is the primary driver of OTT platform adoption in India. Similarly, Luthra (2021) in examining the influence of COVID-19 pandemic on subscription to OTT platforms found that respondents are favourably disposed to OTT platform and are willing to spend more in exchange for carefully crafted content. According to Tengeh and Udoakpan (2021), the access of viewers to Internet and linked devices has changed television consumption practices in South Africa giving preference to online streaming over traditional television.

Ekwuazi (2014) found that the preference for DStv channels was based on tribe i.e. based on the three major Nigerian languages. Africa Magic Yoruba was the most preferred in Lagos, while Africa Magic Igbo and Africa Magic Hausa were most preferred in Onitsha/Aba and Kano provinces/ regions, respectively. Mishra and Esaimani (2020) studied youths use and awareness of Netflix and found that more males subscribe to Netflix in India than females and that content on Netflix is easily accessible because of accessibility to the Internet. However, the question of appropriateness of content for all age groups becomes an issue that some respondents require the intervention of the Censors board.

## 2.4 Theoretical framework

This study is anchored on the uses and gratification theory (UGT) as a device to explain the motivation to use OTT. UGT as an audience theory highlights what motivates people to use a medium and the satisfaction they obtain when it satisfies their needs. More audiences, especially Millennials, are turning to OTT services compared to traditional or cable television. The reasons include availability, accessibility, low-cost broadband data, continually improving content delivery, and improving customer satisfaction through competition (Tengeh and Udoakpan, 2021; Park and Kwon, 2019). In addition, one major reason for turning to OTT services is the

feature of streaming various episodes of a series at once, or binge watching. In this case, audiences can view episodes of a programme back to back without waiting for traditional cable television scheduled media showings or limited on-demand features. Netflix as an OTT channel offers a purely on-demand media entertainment service giving audiences what they want to watch, when they want it, and at affordable prices. In addition, with convenience driving the process, consumers are using other devices to view content because of price and TV content quality (Elias, 2019).

This study thus is anchored on the following research question and hypothesis:

1. What factors motivate the preference of Netflix or DStv channels among Babcock university undergraduates?

H<sub>0</sub>: There is no significant difference in the viewership of Dstv channels and Netflix among Babcock university undergraduates by gender and frequency of subscription.

## 3. Methodology

This study adopted quantitative survey research design to examine the influence of viewership preference on Netflix and DStv. The population of the study comprised Babcock University undergraduates totaled at 13,064 students (University Registry, 2021). This defined population included young people between the ages of 16 and 35. The Cochran formula for sample size calculation suggests a sample of 373. The multistage sampling was used to select the faculties and simple random sampling was used to select the departments. Purposive sampling was further used to select participants based on the criterion that they subscribe to Netflix and DSTV. The students also have internet access while on the university campus, and also have internet enabled devices with personal subscription.

A total of 37 undergraduates from a neighbouring institution participated in a pilot study. The Cronbach Alpha reliability test result of the pilot test was 0.721. An instrument is considered reliable if the Cronbach's alpha value is or greater than 0.7 (Goforth, 2015).

Data was collected over two weeks in March 2022. The instrument was administered in person to the respondents. Students who do not subscribe to any of the platforms were not eligible to be part of the study. All copies of the questionnaire were retrieved and validated for analysis.

Findings showed that there were 57.6% of females and 42.4% of males; most of the participants were between the ages of 16 to 25 (90.6%).

4. Results and discussion

**Research Question One:** What factors motivate the preference of Netflix or DStv channels among undergraduates of Babcock University?

**Table 4.1.2a** Factors that Motivate Preference of DSTV

Variables	SA Freq. (%)	A Freq. (%)	D Freq. (%)	SD Freq. (%)	U Freq. (%)	Mean $\bar{x}$	Standard Deviation (SD)
I prefer DStv to Netflix because I can watch content without internet connection.	86 (23.1)	157 (42.1)	57 (15.3)	19 (5.1)	54 (14.5)	3.54	1.30
I prefer DStv to Netflix because DStv has programme schedules and programmes are easy to find.	64 (17.2)	94 (25.2)	123 (33)	38 (10.2)	54 (14.5)	3.20	1.26
I prefer DStv to Netflix because DStv offers a fair amount of local content unlike Netflix.	60 (16.1)	108 (29)	105 (28.2)	36 (9.7)	64 (17.2)	3.17	1.30
I prefer DStv to Netflix because unlike Netflix, DStv does not have content exclusive to a particular country.	67 (18)	100 (26.8)	99 (26.5)	43 (11.5)	64 (17.2)	3.17	1.33
I prefer DStv to Netflix because DStv has better content.	62 (16.6)	100 (26.8)	106 (28.4)	41 (11)	64 (17.2)	3.15	1.31
<b>Average Overall Mean</b>						<b>3.25</b>	<b>1.30</b>

**Source:** Field Survey 2022; **Note: Freq. = Frequency**

**KEY:** SA=Strongly Agree, A= Agree, D=Disagree, SD=Strongly Disagree, U= Undecided\*\*\*Decision Rule if mean is 1 to 1.79=Undecided; 1.80 to 2.59 = Strongly Disagree; 2.60 to 3.39 =Disagree; 3.40 to 4.19= Agree; 4.20 to 5 = Strongly Agree

Table 4.1.2a shows that undergraduates generally disagreed with the factors that motivate the preference of DSTV ( $\bar{x}$ = 3.25).

**Table 4.1.2b** Factors that Motivate Preference of Netflix

Variables	SA Freq. (%)	A Freq. (%)	D Freq. (%)	SD Freq. (%)	U Freq. (%)	Mean $\bar{x}$	Standard Deviation (SD)
I prefer Netflix to DStv because Netflix can be accessed from any device.	139 (37.3)	128 (34.3)	23 (6.2)	27 (7.2)	56 (15)	3.72	1.41
I prefer Netflix to DStv because Netflix can be accessed from any location unlike DStv.	135 (36.2)	122 (32.7)	39 (10.5)	15 (4.0)	62 (16.6)	3.68	1.42
I prefer Netflix to DStv because Netflix has content that can be accessed anytime.	123 (33)	136 (36.5)	33 (8.8)	19 (5.1)	62 (16.6)	3.64	1.41
I prefer Netflix to DStv because Netflix is cheaper to subscribe to.	132 (35.4)	108 (29)	38 (10.2)	15 (4)	80 (21.4)	3.53	1.53
I prefer Netflix to DStv because Netflix has better content.	86 (23.1)	143 (38.3)	33 (8.8)	27 (7.2)	84 (22.5)	3.32	1.48
<b>Average Overall Mean</b>						<b>3.58</b>	<b>1.45</b>

**Source:** Field Survey 2022; **Note: Freq. = Frequency**

**KEY:** SA=Strongly Agree, A= Agree, D=Disagree, SD=Strongly Disagree, U= Undecided\*\*\*Decision Rule if mean is 1 to 1.79=Undecided; 1.80 to 2.59 = Strongly Disagree; 2.60 to 3.39 =Disagree; 3.40 to 4.19= Agree; 4.20 to 5 = Strongly Agree

Table 4.1.4b depicts that undergraduates agreed with the factors that motivate the preference of Netflix ( $\bar{x}$ = 3.58).

**Test of Hypotheses**

**H<sub>01a</sub>:** There is no significant difference in the viewership of DStv among Babcock university undergraduates by gender.

**Table 4.1.3:** Independent T-Test Showing the Difference in Viewership Pattern of DSTV by Gender

	N	Mean	SD	T	Df	P	Remark
Female	215	17.56	4.62	3.34	371	<b>0.001</b>	<b>Significant</b>
Male	158	15.91	4.89				

**Source:** Field Survey 2022

Table 4.1.3 shows that there was a significant difference in the viewership of DStv among Babcock university undergraduates by gender ( $t(373)$ = 3.34,  $p < 0.05$ ). Hence, the null hypothesis was rejected. This implies that both male and female undergraduates of Babcock University had different viewership pattern of DSTV. Closer look at

the data shows that female ( $\bar{x}$ = 17.56) undergraduates had better viewership pattern of DSTV than males ( $\bar{x}$ = 15.91), consequently, female undergraduates watched DSTV more than the males.

**H<sub>01b</sub>**: There is no significant difference in the viewership of DStv among Babcock university undergraduates by frequency of subscription.

**Table 4.1.4a** Descriptive Analysis of Variance of Viewership Pattern of DSTV by Frequency of Subscription

Tests of Between-Subjects Effects					
Dependent Variable: Viewership Pattern of DStv					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1698.204 <sup>a</sup>	4	424.551	22.740	.000
Intercept	88411.459	1	88411.459	4735.491	.000
Frequency of Subscription	1698.204	4	424.551	22.740	.000
Error	6870.547	368	18.670		
Total	114605.000	373			
Corrected Total	8568.751	372			

a. R Squared = .198 (Adjusted R Squared = .189)

Source: Field Survey 2022

Table 4.1.4a shows that there was a significant difference in the viewership of DStv among Babcock university undergraduates by frequency of subscription ( $F(4, 368) = 22.740, p < 0.05$ ). Therefore, the null hypothesis was rejected. The eta square value shows that the differences in frequency of subscription explained 19.8% in viewership pattern of DSTV among Babcock University undergraduates. This suggests that undergraduates of Babcock University had different pattern of viewership of DSTV based on frequency of subscription. Consequently, Levene's tests of equality of variance suggests that non-parametric analysis should be carried out for detailed study as shown in Table 4.1.5b

**Table 4.1.5b** Post Hoc Analysis of Variance of Viewership Pattern of DSTV by Frequency of Subscription

Dependent Variable: Viewership Pattern of DStv						
Tamhane						
(I) Frequency of Subscription to DStv	(J) (I) Frequency of Subscription to DStv	MD (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Never	Rarely	-5.7693*	1.20355	.000	-9.2496	-2.2890
	Sometimes	-4.9288*	1.15000	.001	-8.2670	-1.5906
	Often	-4.6893*	1.08612	.001	-7.8687	-1.5099
	Always	-7.4440*	1.10077	.000	-10.6590	-4.2289
Rarely	Never	5.7693*	1.20355	.000	2.2890	9.2496
	Sometimes	.8405	.78970	.967	-1.4169	3.0979
	Often	1.0800	.69338	.732	-.9180	3.0780
	Always	-1.6747	.71610	.197	-3.7324	.3830
Sometimes	Never	4.9288*	1.15000	.001	1.5906	8.2670
	Rarely	-.8405	.78970	.967	-3.0979	1.4169
	Often	.2395	.59562	1.000	-1.4541	1.9331
	Always	-2.5152*	.62192	.001	-4.2813	-.7490
Often	Never	4.6893*	1.08612	.001	1.5099	7.8687
	Rarely	-1.0800	.69338	.732	-3.0780	.9180
	Sometimes	-.2395	.59562	1.000	-1.9331	1.4541
	Always	-2.7547*	.49389	.000	-4.1535	-1.3559
Always	Never	7.4440*	1.10077	.000	4.2289	10.6590
	Rarely	1.6747	.71610	.197	-.3830	3.7324
	Sometimes	2.5152*	.62192	.001	.7490	4.2813
	Often	2.7547*	.49389	.000	1.3559	4.1535

\*. The mean difference is significant at the .05 level

Source: Field Survey 2022; MD= Mean Difference

Table 4.1.4b depicts that the differences in the viewership of DStv among Babcock university undergraduates by frequency of subscription is between those who subscribe always and often ( $MD=2.7547, p < 0.05$ ), always and

sometimes ( $MD=2.5152, p < 0.05$ ) and those who subscribe always and never ( $MD=7.4440, p < 0.05$ ). This implies that undergraduates who subscribed always had better viewership pattern of DSTV compared with those who subscribed often, sometimes and those who never subscribed.

**H<sub>01c</sub>:** There is no significant difference in the viewership of Netflix among Babcock university undergraduates by gender.

**Table 4.1.5** Independent T-Test Showing the Difference in Viewership Pattern of Netflix by Gender

	N	Mean	SD	T	Df	P	Remark
Female	215	20.12	4.80	3.553	278	<b>0.001</b>	<b>Significant</b>
Male	158	17.96	6.42				

**Source:** Field Survey 2022

Table 4.1.5 depicts that there was a significant difference in the viewership of Netflix among Babcock university undergraduates by gender ( $t(373) = 3.553, p < 0.05$ ). Hence, the null hypothesis was rejected. This suggests that both male and female undergraduates of Babcock University had different viewership pattern of Netflix. Closer look at the data shows that female ( $\bar{x} = 20.12$ ) undergraduates had better viewership pattern of Netflix than males ( $\bar{x} = 17.96$ ), consequently, female undergraduates watched Netflix more than the males.

**H<sub>01a</sub>:** There is no significant difference in the viewership of Netflix among Babcock university undergraduates by frequency of subscription.

**Table 4.1.6a** Descriptive Analysis of Variance of Viewership Pattern of Netflix by Frequency of Subscription

**Tests of Between-Subjects Effects**

**Dependent Variable: Viewership Pattern of Netflix**

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3483.737 <sup>a</sup>	4	870.934	38.481	.000
Intercept	83735.708	1	83735.708	3699.792	.000
Frequency of Subscription	3483.737	4	870.934	38.481	.000
Error	8328.777	368	22.633		
Total	149369.000	373			
Corrected Total	11812.515	372			

a. R Squared = .295 (Adjusted R Squared = .287)

**Source:** Field Survey 2022

Table 4.1.6a shows that there was a significant difference in the viewership of Netflix among Babcock university undergraduates by frequency of subscription ( $F(4, 368) = 38.481, p < 0.05$ ). Therefore, the null hypothesis was rejected. The eta square value shows that the differences in frequency of subscription explained 29.5% in viewership pattern of Netflix among Babcock University undergraduates. This suggests that undergraduates of Babcock University had different pattern of viewership of Netflix based on frequency of subscription. Consequently, Levene's tests of equality of variance suggests that non-parametric analysis should be carried out for detailed study as shown in Table 4.1.6b

**Table 4.1.6b** Post Hoc Analysis of Variance of Viewership Pattern of Netflix by Frequency of Subscription

**Dependent Variable: Viewership Pattern of Netflix**

Tamhane

(I) Frequency of Subscription to Netflix	(J) Frequency of Subscription to Netflix	MD (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Never	Rarely	-.3800	1.81991	1.000	-5.6641	4.9041
	Sometimes	-4.4911*	1.34551	.013	-8.3599	-.6223
	Often	-6.7454*	1.16375	.000	-10.1346	-3.3562
	Always	-8.1092*	1.14785	.000	-11.4594	-4.7590
Rarely	Never	.3800	1.81991	1.000	-4.9041	5.6641
	Sometimes	-4.1111	1.61656	.136	-8.8716	.6493
	Often	-6.3654*	1.46874	.001	-10.7818	-1.9490

Sometimes	Always	-7.7292*	1.45617	.000	-12.1189	-3.3394
	Never	4.4911*	1.34551	.013	.6223	8.3599
	Rarely	4.1111	1.61656	.136	-.6493	8.8716
	Often	-2.2543	.80962	.069	-4.6068	.0982
Often	Always	-3.6181*	.78660	.000	-5.9133	-1.3228
	Never	6.7454*	1.16375	.000	3.3562	10.1346
	Rarely	6.3654*	1.46874	.001	1.9490	10.7818
	Sometimes	2.2543	.80962	.069	-.0982	4.6068
Always	Always	-1.3638*	.40332	.009	-2.5048	-.2228
	Never	8.1092*	1.14785	.000	4.7590	11.4594
	Rarely	7.7292*	1.45617	.000	3.3394	12.1189
	Sometimes	3.6181*	.78660	.000	1.3228	5.9133
	Often	1.3638*	.40332	.009	.2228	2.5048

\*. The mean difference is significant at the .05 level

Source: Field Survey 2022; MD= Mean Difference

Table 4.1.6b shows that the difference in the viewership of Netflix among Babcock university undergraduates lies with those who subscribe to Netflix always and often ( $MD=1.3638, p < 0.05$ ), always and sometimes ( $MD=3.6181, p < 0.05$ ), always and rarely ( $MD=7.7292, p < 0.05$ ), always and never ( $MD=8.1092, p < 0.05$ ). This means that undergraduates who subscribed always had better viewership pattern of Netflix compared with those who subscribed often, sometimes, rarely and those who never subscribed.

### 5. Discussion of findings

It was discovered that Babcock undergraduates viewed both DSTV and Netflix; however there was more viewership of Netflix. Respondents were also asked the factors that motivate their preference of either DSTV or Netflix. On the preference of DSTV, they agreed that they could watch content without internet connection. On the preference for Netflix, they agreed it has content that can be accessed anytime unlike DSTV that has a schedule of programmes; in addition, subscription to Netflix is cheaper. On preference of DSTV, Ekwuazi (2014) discovered that the most preferred DSTV stations were the African Magic stations in the three major Nigerian languages though in this study, respondents are not really in agreement that they prefer DSTV to Netflix because it offers a fair amount of local content. Conversely, Subscriptions on Netflix are managed by geographic area, according to Ju (2019): members registered in the United States, for example, only have access to TV series scheduled for the US site. In other words, Netflix TV show libraries differ depending on the region where streaming is available. The international aspect of Netflix programming, according to Straubhaar, Castro,

Duarte, and Spence (2019), is of interest and attraction to the upper middle and elites, who have the culture to appreciate and enjoy it. However, digital divides based on age or generation, class, and geography have restricted access to streaming television, which has the ability to lessen the extent toward which services like Netflix challenge network and cable television. These findings are supported by the uses and gratification theory that posits that users of a particular media form would do so depending on the benefits they derive from that media.

This study also demonstrated that there was a significant difference in the viewership of DSTV among Babcock university undergraduates by gender ( $t(373) = 3.34, p < 0.05$ ). It was discovered that female undergraduates had better viewership of DSTV than males. This could be because DSTV offers an array of programming beyond movies and series. The study by Mishra and Esaimani (2020) in India shows that males are more aware and use Netflix compared to females.

### 6. Conclusion and Recommendation

Based on the findings, it was discovered that Babcock undergraduates prefer Netflix to DSTV. In addition, undergraduates disagreed with the factors that motivate the preference of DSTV, while they agreed with the factors that motivate the preference of Netflix. Further investigation showed there was a significant difference in the viewership of DSTV among Babcock university undergraduates by gender. It was found that female undergraduates had better viewership pattern of DSTV than male undergraduates. There was a significant difference in the viewership of DSTV among Babcock University undergraduates as undergraduates who subscribed

always had better viewership pattern of DSTV compared to those who subscribed often and sometimes.

This study thus recommends that DSTV as the least preferred change their style of delivery and also upgrade their content to appeal to more young people at affordable rates. Netflix on the other hand are to sustain the factors that make them more preferred while implementing better service features.

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