# THE IMPACT OF NETFLIX'S CONTROVERSIAL AND ILLICIT CONTENT ON CHANGING USERS ' ATTITUDES IN EGYPT

Wafaa Galal Marzouk [1]
Dean Of Business And Political Science, May University, Egypt
Email: wafaa.marzouk@muc.edu.eg

Yasser Tawfik Halim 2
Department Of Marketing
October University for Modern Sciences and Arts, Egypt
Email:ytawfik@msa.edu.eg

Samia Adly El Sheikh 3
Department Of Marketing
October University for Modern Sciences and Arts, Egypt,
Email:selsheikh@msa.edu.eg

**Abstract** *the paper aims to study the relationship between the impact of Netflix's controversial and illicit content on changing users 'attitudes in Egypt. The researchers used the non-probability sampling technique. Based on survey data from 331 online respondents, the results were analyzed by the researchers via descriptive analysis. In addition, Chi-square test via Kruskal-Walis test was implemented to determine if the hypotheses were accepted or rejected. The existence of the relationship between variables was proven via the measuring of Spearman Correlation. Based on the research findings, policy implications and suggestions to further promote parental control are discussed.*

*Keywords: Netflix, Culture, Perception, Illicit content, Attitude, Egypt*

*JEL Codes: M31*

[1]ORCID iD 0000-0001-5091-8723
2 ORCID iD0000-0001-5983-6249
3 ORCID iD0000-0002-7970-6326

**Introduction**

In the digital era, people have been using the internet regularly to facilitate their lives. For instance, Video-on-demand services (VOD) help consumers to orchestrate their viewings in terms of content, time and location (Castro, et al., 2019; Díaz-Cintas & Zhang, 2022).

VOD services like ( Netflix, Apple TV, Shahid….etc.) those platforms are highly used nowadays by consumers, especially youth because they provide them with a huge supply of movies, TV shows, documentary programs….etc. all in one place that they can easily get access to; through their mobile phones, laptops or TVs whenever and wherever they want.

However, they are provided with a constant flow of messages on a wide range of different controversial content. Netflix is the most famous VOD platform around the world that provide a variety of movies, shows and programs some of them are owned or produced by Netflix and others are from different producers. Moreover, Netflix is available in many countries and regions around the world (Al Sayyari, Al Buhairan, 2018; Scarlata, et al., 2022).In the Middle East especially Egypt; concerns have grown over the last several years of frequent Netflix shows and movie portrayals of illicit content with their possible impact on the consumers' attitudes.

This research will discuss the impact of Netflix's controversial content on changing users 'attitudes in Egypt.

**Literature review and hypotheses development**

Video On Demand services is a service that provides consumers or users with a large number of movies, shows and programs on charge "charged subscription" (Buller, et al., 2019). Consumers can easily get access to it through mobile phones, laptops or TVs. Moreover, they can download and save the shows and movies for later (Kom & Supono, 2022; Venkatesan, Shively, 2017). Interactive TV (iTV) was founded as the world's first commercial VOD service in Hong Kong in 1998. iTV gave its users on-demand access to multiple services. 90,000 households subscribed to iTV, but the services struggled because of technical problems, legal aspects and customer dissatisfaction which contributed to the closure of iTV (Van der Merwe, 2019).

There are two fee subscription models SVOD and TVOD. First TVOD is a service that requires payment per movie. On the other hand,

SVOD let us stream multiple shows and movies at a certain monthly fee like Netflix (Stefanny, et al., 2022; Koenuma et al., 2017).

In 1997 at California, USA the famous well now VOD Netflix started as a video business named kibble Netflix users can reach infinite number of movies, documentaries and TV shows from their library Netflix allows users to download material from their website to stream while they are offline. This paid service is also advertising-free, so customers will not be disturbed when viewing the content of their preference (Van der Merwe, 2019).

ShowMax which is owned by Naspers it's an VOD service that was launched in 2015 (Van der Merwe, 2019.  Operated by Google, Google play movies and TV is available in 100 countries worldwide and was launched in 2012 (Van der Merwe, 2019). Amazon prime is a platform similar to Netflix back in 2006 when it launched it was called Amazon Unbox. Now it's a global VOD provider available in more than 200 countries (Van der Merwe, 2019).

The nature of the unclear regulatory demarcation is one of the growing dilemmas of content being broadcasted over the internet. Most global regulatory system activities do not explicitly describe content that is distributed over the Internet network or known as on-demand video services (VODs). In Europe, for example, there is no accurate interpretation provided by the authority which governs the media and communications industry. Across the globe, the media and telecommunications environments are evolving as technology advances. Digitization and globalization have laid the foundation for worldwide media VOD players like Netflix to shift its broadcast framework and business model (Iordache, et al., 2022; Isa et al., 2019).

Illicit is the content that delivers or shows inappropriate behaviors, morals or beliefs or scenes that doesn't respect the countries culture or norms. For instance, (substance use, dangerous drinking habits, LGBT, Nudity, violence, love making, suicide,.. etc) (Isa, et al., 2020). Much of the material that is shown on the Netflix service is not suitable for general viewing. Kuala Kangsar who is a member of Parliament asked Malaysia's Minister of Communications and Multimedia what measures are required to fix inappropriate content issues and what is the best censorship mechanism for Netflix dramas and films with a lot of obscene scenes (Isa et al., 2019).

**Netflix's Controversial content :** VOD platforms "Netflix" includes huge variety of movies and show from different cultures and with different norms (Buller, et al., 2019). On VOD platforms "Netflix" there is an intensive

representation of (LGBT, substance use, violence) in different scenes. Moreover, all Netflix original shows contains women and men full nudity scenes, and this broadcasted in Egypt without passing through any type of censorship too. Those scenes start by full nudity and ends with a complete portrayal of physical intercourse and this is totally unacceptable by the Arabic cultural norms (Trekels, Eggermont, 2018).

**Netflix and Tobacco :** Amsterdam based Netflix is subject to the guidelines laid down by the regulators group in Europe for Sound-visual Media Authorities, such as the European Audio-visual Media Services Directive, which imposes restrictions on material that is perceived detrimental to youngsters but does not focus on non-commercial images of cigarettes or liquor in show content (Barker, et al., 2019).

Historically, Netflix content has been stated to have more drug material than standard network tv in the USA, but no analyses of tobacco and alcohol material in VOD have been performed in the United Kingdom to date. We then quantified alcohol and tobacco representations in a selection of shows from the most common main television series seen on two streaming VOD sites, Amazon Prime Instant Video and Netflix, and contrasted our results with those from previous analyzes of UK traditional TV programming (Barker et al., 2019).In 2005, a research on adolescents between the ages of 11 and 18 living in Tabouk, north of the KSA, linked smoking with reading and watching tobacco advertising, particularly in films and at sporting events (AlSayyari & AlBuhairan, 2018).

Moreover, it's difficult to look for a reason for the correlation between youth media exposure and tobacco or drug use. Raid effects on the attitudes of teenagers towards activities that pose a health risk. The theory of social ecology provides a mechanism for understanding these factors, indicating that teenagers evolve in multilayered contexts. These contexts include factors of the person, society and environment such as media (AlSayyari & AlBuhairan, 2018).

Young people are especially responsive to advertisements and photographs transmitted across diverse communication types because they are youthful and naive and are the main targets of many services. It was concluded that exhibiting media danger behaviors may serve as a super-peer. The super-peer hypothesis notes that advertising is an important factor for establishing social expectations for teenagers. Consequently, the inclusion of tobacco, alcohol and narcotics in films and music videos will improve smoke resistance and substance usage as legislation and promote initiation

(AlSayyari & AlBuhairan, 2018).

**Netflix show (13 reasons why) :** Netflix show 13 reasons why raised many concerns as it started a moral panic over its suicide portrayal. Children weren't allowed to discuss this show with their colleagues in some schools in Canada. New Zealand made a new censorship category "RP18" as to forbid 18 viewers to watch alone unless accompanied with one of their parents. The issue is not the suicide of the lead actress Hannah but it's the graphic depiction of suicide and how intense the scene was. People are worrying about the story that romanticizes and favor suicide that would a result, result in a contagion impact among its young viewers (Horeck, 2019).

Work has been undertaken to see the effect of suicide representation on attitude and behavior in a new, successful web series (13Reasons Why). This show posed questions around directly addressing the suicide issue with an audience composed mainly of teenagers. Proof has since indicated a rise in Internet queries pertaining to suicide immediately after the broadcast of the series (da Rosa, et al., 2019).An empirical research that examined the connection between watching the show and shifting the negative mood of teenagers has provided data. They speculated that insecure teenagers with a background of depression and loss of motivation will report mood deterioration more often after seeing 13 Reasons Why (da Rosa, et al., 2019).

**Transgender representation :** Depictions of LGBTQ people have gained popularity on television and on-demand streaming platforms, while increasing the number of mainstream news outlets. It was found that university students who experienced friendly engagement with either a lesbians or gays appeared to draw conclusions from that encounter and to support them in general. In addition, it was also found that engagement with two or three gay or lesbian people was correlated with more positive behaviors than engagement with only one person (Bleasdale, et al., 2022; Gillig, Murphy, 2016).

**Consumer Perception :** It the process of how consumer perceive and think about product or service. Consumer perception is directly related to each consumer cultural values because perceptions is out of cultural values it is created from according to each consumer cultural values (De Mooij, 2019).

**Exposure:** Exposure occurs when a stimulus comes within the range of someone's sensory receptors. Consumers may either tend to concentrate on certain stimuli while being completely unaware of others, or they may even go out of their way to ignore certain messages or accept others. For instance, consumers' exposure to different comics, posts, social media ads or

direct e-mails that helps in creating consumers perception towards Netflix's illicit content (Alfayad, et al., 2022; Madichie, 2012).

**Attention:** Attention refers to the extent to which processing activity is devoted to a particular stimulus or consumer's mental state at that time. Taken from a marketing perspective, Netflix users are often bombarded with marketing stimuli from different commercial sources, thus making the competition for our attention an ever-increasing phenomenon. For example, direct messages sent to Netflix users to announce the launch of new series or movie mentioning that the user may like it so accordingly this attracts consumers' attention and recognition to such new releases (Sigismondi & Ciofalo, 2022; Madichie, 2012).

**Memory :**Our brains tend to relate incoming sensations to others already in memory, based on some fundamental organizational principles. These principles derive from Gestalt psychology, a school of thought that maintains that people interpret meaning from the totality of a set of stimuli rather than from any individual stimulus. Different illicit content broadcasted on Netflix one of the most important VODs that is used by massive number of users around the world fills a huge part in Netflix's Arab users memory that accordingly affect their perception towards Netflix's illicit content in their movies and series (Madichie, 2012).

**Retention/ Acceptance :** Retention it is the way of protecting and keeping your belongings, ideas, concerns and beliefs. Arab retention to their beliefs and ethics affects their perception towards the illicit content broadcasted on Netflix. Moreover, their acceptance to different controversial behaviors broadcasted on Netflix such as religious concerns, LGBTQ, nudeness, drugs, taboo words and violence helps in shaping their perception towards the illicit content broadcasted on Netflix (Madichie, 2012).

**Injunctive norms :**Injunctive norms are also known as social norm which can be defined as what individuals think of what other individuals should do, in which it reflects the perceived confirmation of others in a certain behavior (Gugenishvili, Francu & Koporcic, 2022; Kim, Lee & Hur, 2012).Injunctive norms guide and drives people behavior to determine them on what is accepted or rejected in the assurance of social permission because they seek social approval to perform in certain behavior (Gugenishvili, Francu & Koporcic, 2022; Kim, Lee & Hur, 2012).

Social pressure and social influence is the process of taking people's behaviors and choices as a sign of truth because they like seeking opinions

from people who are important to them, in other words people usually like to participate in those behaviors considering that most people do this (Joshi & Rahman, 2014). Social belonging is the process that an individual starts to imitate other individual in order to belong to a certain social standard or level. In case of Netflix Arab consumers tend to accept illicit content that is delivered from a western culture to be broadcasted in Middle East in order to fulfill their desire to belong to those cultures and nations (Farkas, 2022; Gifford &Nilsson, 2014).

**Descriptive norms :** Normative beliefs is identified as resource that drives human motivation in what they commonly do or how people observes others action in other words; Normative beliefs are individuals' beliefs about the extent to which other people who are important to them think they should or should not perform particular behaviors (Han & Stoel, 2016).

**Mere exposure effect :** Mere exposure effect is a terminology that suggests that people tend to form a liking for items only because they are acquainted with it. Gustav Fechner conducted the earliest known research on the pure impact of exposure in 1876. A sequence of experiments performed by Robert Zajonc in the 60s found that merely introducing participants to an unknown stimulus caused them to score it more favorably than most related stimuli that had not been given. In these studies researchers used triggers such as phrases, Chinese characters, drawings, facial portraits, abstract shapes, and auditory stimuli. The sensory impact is able of happening without active thought. Thus, it was claimed that' choices do not need conclusions' (Curmei, et al., 2022; Morgenstern et al., 2015).

**Attitudes:** The expression attitude is a French concept originating from the Italian phrase attitudine and the ancient Latin. It is a set of actions dependent on mentality, conscious or unconscious, formed by collective experience (Altmann, 2008). Attitude is defined as a psychological propensity demonstrated by measuring a single person with a certain degree of favor or disadvantage content. Attitudes can be a character an idea or a thing. Attitudes are relevant to many fields including advertising, marketing, health…. etc. Attitudes can be general or specific, negative or positive (Albarracin, Shavitt, 2018).

**Consumer Attitudes :** Is the act involved when consumers buy, subscribe, select or purchase a product, service or experience in order to cover and satisfy their needs? Consumer attitude involve from two dimensions psychological and sociological (De Mooij, 2019).

**Attitudes structure :** The ABC model of attitudes. First the Affective factor which describes the human feelings and emotions secondly the

cognitive which is involved with our actions and behaviors last the cognitive factor it's concerned with the human beliefs and perceptions (Albarracin, Shavitt, 2018).

**Cognitive Component :** The cognitive aspect is the consumer's trust in the product. We have a variety of opinions regarding certain artifacts in attitude. Beliefs may be about the intrinsic advantages of buying or utilizing a commodity (one would imagine it might be fun to buy or drive a convertible) as well as about practical functionality (Hawkins & Mothersbaugh, 2010).

**Affective Component :** Feelings or subjective responses to an event are an affective part of an attitude. A customer who says "I like Pepsi" or "Pepsi is an awful drink" demonstrates the effects of an intellectual or moral appraisal of the drug. This overall appraisal can be merely abstract, general feeling formed without rational knowledge or conviction about the drug. Or it can be the outcome of multiple commodity value tests on each of many attributes (Hawkins & Mothersbaugh, 2010).

**Behavioral Component :** The behavioral component of an attitude is one's tendency to respond in a certain manner toward an object or activity. A series of decisions to purchase or not purchase Diet Coke or to recommend it or other brands to friends would reflect the behavioral component. Individuals differ in their affective reactions to product characteristics. Likewise, the same individual will react differently to the same attribute in different situations. Three Internal Influences Brand interest, as represented by tendencies to seek out the brand on store shelves or search for brand information, also reflects the behavioral component. The behavioral component provides response tendencies or behavioral intentions. Actual behaviors reflect these intentions as they are modified by the situation in which the behavior will occur (Hawkins & Mothersbaugh, 2010).

**Change the Affective Component :** Marketers use three basic approaches to directly increase affect: classical conditioning, affect toward the ad itself, and mere exposure. In classical conditioning. A stimulus the audience likes, such as music, is consistently paired with the brand name. Over time, some of the positive affect associated with the music will transfer to the brand. Affect toward the Ad or Web Site, liking the advertisement (attitude toward the ad, or Aad) generally increases the tendency to like the brand (attitude toward the brand, or Abr). Using humor, celebrities, or

emotional appeals increases Aad and Aweb (Hawkins & Mothersbaugh, 2010).

Mere Exposure While controversial, there is evidence that affect, or brand preference may also be increased by mere exposure. That is, simply presenting a brand to an individual on a large number of occasions might make the individual's attitude toward the brand more positive (Hawkins & Mothersbaugh, 2010).

**Change in the Behavioral Component :** Prior to changing affect or cognition is based primarily on operant conditioning Thus, the key marketing task is to induce people to purchase or consume the product while ensuring that the purchase or consumption will indeed be rewarding. Coupons, free samples, point-of-purchase displays, tie-in purchases, and price reductions are common techniques for inducing trial behavior. Since behavior often leads to strong positive attitudes toward the consumed brand, a sound distribution system (limited stockouts) is important to prevent current customers from trying competing brands (Hawkins & Mothersbaugh, 2010).

**Change the Cognitive Component :** Four basic marketing strategies are used for altering the cognitive structure of a consumer's attitude. Change Beliefs this strategy involves shifting beliefs about the performance of the brand on one or more attributes. Add Beliefs another approach to changing the cognitive component of an attitude is to add new beliefs to the consumer's belief structure. Change Ideal the final strategy for changing the cognitive component is to change the perceptions of the ideal brand or situation. Thus, many conservation organizations strive to influence our beliefs about the ideal product in terms of minimal packaging, nonpolluting manufacturing, extensive use of recycled materials, and nonpolluting disposition after its useful life (Hawkins & Mothersbaugh, 2010).

**Influence of Netflix on its users :** Netflix is one of the places that attracts binge watchers from across the globe, which theoretically distracts them from their everyday activities. Of other purposes people excuse wasting hours in the evening in front of a Television or a machine. Most people like to alleviate tension after a stressful working day or simply take the time and calm down for the night. Anyone with a Netflix subscription will settle down in front of the Television, start enjoying a series and hide from the world and then hours and hours have passed by and the one episode that was supposed to be seen has actually been several episodes whereby viewers lose track of

time when viewing movies and TV shows that are often considered the "Netflix Impact" (Vyomakesisri, Sonu, Srikanth, 2020).

**Relationship between Netflix's content and viewers 'attitudes :** As it was proven "Netflix" is an influential and effective source that delivers information and has a huge impact especially on Young adults who learn and know anything by imitation. On VOD platforms "Netflix", they are continuously showing heterosexual scripts that portrays and deliver messages that showing Bodies and sexual appeals is normal, that also substance use is normal (Trekels, Eggermont, 2018).

A correlation between some media consumption and negative results was found in the majority of people of reported research analyzing media content. Numerous studies have linked media to smoking, drinking, and marijuana use. This media influence tends to be applicable to teenagers from other nations and not limited solely to the U.S. An Egyptian research also discovered that exposure to foreign media in both Egyptian genders was positively correlated with unfavorable actions (AlSayyari, AlBuhairan, 2018).

Some researchers have reported a connection between viewing television and becoming afraid of violence, although others have not (Kort-Butler, Habecker, 2018). Media has a huge impact on youth behaviors, attitudes and their intentions including the suicidal intentions or behaviors too. Researchers proved that due to the contentious representation of suicide cases and writing movies and shows that all their scripts involves around the idea of suicide, accordingly, more and more young adults are vulnerable and have more intentions that drives them to do suicidal behaviors (Carmichael, Whitley, 2018).

**Culture :** Cultural is a broad group of characteristics and knowledge of citizens that involves language, culture, food, social practices, music, and the arts. The Center for Advance Research on Language Acquisition describes culture as common conduct habits and beliefs gained by socialization; cognitive systems, and understandings. And it can be characterized as the creation of a group identity, fostered by social movements unique to the society. "Community involves faith, food, clothes, our language, music, what we think is right or wrong, how we sit at table, how we accept visitors, how we handle our loved ones and a million other things" (Vyomakesisri, Sonu, Srikanth, 2020).

What culture people adhere to, one thing is for sure will shift as culture has become a gateway to our interrelated world, which consists of so many ethnically varied cultures, religion-related disagreements, race, ethical values, and, ultimately, the components that make up culture, "But culture is no longer set, if ever. It's basically dynamic and in constant movement. "It makes it hard to describe any society in just one way (Vyomakesisri, Sonu, Srikanth, 2020).

Arabian cultural is originally generated from the Islamic religious philosophies because Arabs belief in the idea of the collectivistic culture that relays on the idea of following the same thing in order to relax to this nation. The Islamic religion is one of the most important things that influence the Arabian culture and Arabs decisions that's because Arabian culture cannot be separated from the religion. research found that 70% of the population studied said that the Islamic culture has an influence on Muslims decisions about different things accordingly their discussion or opinion about what they see or exposed to and what behaviors the will refuse and what they won't refuse (Shahin, Kalliny, Shahin, 2019).Arab tradition is not as open as that of Western societies. Islamic tradition is general and Arab tradition is precise, due to their ability to uphold tradition, religion, rule of law, and cultural values simultaneously (Shahin, Kalliny, Shahin, 2019).

Popular culture for example is everywhere. Listening to music, watching TV, app- gaming, or heading to a movie, concert or stage show, sports characters, and the games they all play are considered to be part of pop culture. Therefore, pop culture is characterized as a set of opinions, concepts, perceptions, perspectives, ethical values and it is considered as a kind of common denominator by the mass populace. Different types in pop culture are films (movies, songs, television), athletics, news (as in news stories of people / places), politics, fashion / clothes and technology. Slang is a popular element of pop culture, especially among teenagers. Words like "going viral" are already becoming popular (Vyomakesisri, Sonu, Srikanth, 2020).

Each of us has their own pop culture menus such as our personalized applications, bookmarks, playlists for music, TV shows, movies, tablets, Netflix, and Youtube videos. Now smart phones are at the heart of pop culture (Vyomakesisri, Sonu, Srikanth, 2020).

Pop culture affects an individual's views about other issues and as a result, it has both beneficial and detrimental effects on the lives of young

people and their desire to relate to the growth of society. Pop culture for one reinforces relationships among people with the same likes and dislikes. It also offers a forum for young people to express themselves and communicate their thoughts and views with one another. Pop culture encourages young people to be more adventurous to widen their horizons, allowing them to develop their identities and to broaden it (Vyomakesisri, Sonu, Srikanth, 2020).

The definition of culture indirectly suggests that individuals with diverse origins are introduced to their particular values, heritages, practices and behaviors, which provide them with various cultural experiences and history, which, in addition, contribute to differences in moral principles, attitudes and actions across cultures. Therefore, society not only impacts schooling but also determines what is viewed as good or wrong, permissible or immoral, moral or unacceptable. Morality coincides with society as it is the social aspect on how individuals can act in the universe. Principles are inextricably intertwined when confronted with a moral problem (Paul et al., 2016).

Cultural is measured through five main factors which are uncertainty avoidance, Collectivism and individualism, power distance, masculinity and femininity and long and short-term orientation (Swaidan, 2012). Collectivism is the reflection of society, and how they are bonded together with loyalty to protect their groups. They consider themselves as family with star activities and follow their traditions respectfully. Such societies and culture will refuse any type of controversial or illicit content to be broadcasted in their societies in order not to affect their traditions and norms. Also, these groups tend to do activities together as one family so accordingly Netflix illicit content does not suit their needs as such content may be embarrassing for their family gathering (He, 2022; Samarasinghe, 2012).

Individualism is considered as independent culture. At which its people are more interested on achieving their personal needs rather than thinking of their families and groups (He, 2022; Samarasinghe, 2012).

Females and males are different in attitudes and beliefs as they are different biologically as for instance females are more self-transcended, more socially concerned, more cultural, morals and traditions oriented, and they tend to be mentally protected from any controversial content or behaviors. However, on the other hand are more self- involved and are more concerned to their success, also the don't really care about cultural values and social morals Feminine societies are more involved into ethical crisis more than masculine societies as they belief that those ethical problems may cause crisis

(Wang & Wang, 2021; Chen & Chai, 2010).

It describes people in the society with low powers who deals with the inequality between people. The members of society who have power distance are the only ones who accept power distance. Furthermore, users who have high power distance feel free in decision making and their choices in what to do and what not to do also they are the reason of corruption for any society (Adamis, et al., 2022; Swaidan, 2012). It is the unknown situation that threaten the society. People avoid these situations throughout setting tough rules and behaviors to stay protected. High uncertainty avoidance represents people who are rigid to the rules. However, low certainty avoidance represents people who are less involved in rules and ready to take any risks and they are not interested enough in rules and regulations accordingly this leads to unethical behavior (Adamis, et al., 2022; Swaidan, 2012).

Cultural dimensions can be interpreted to time frame related to the environment. Long- term orientation describes the society that its individual is aiming to solve a long-term problem also they have the intention to protect their traditions and norms for people who will come after them (Samarasinghe, 2012). VOD platforms "Netflix" includes huge variety of movies and shows from different cultures and different norms. On VOD platforms "Netflix" there is an intensive representation of (LGBT, substance use, violence) in different scenes (Buller, et al., 2019).Moreover, all Netflix original shows contains obscene content that is broadcasted in Egypt without passing through any type of censorship (Trekels, Eggermont, 2018).

Human beings are initially born with idea that cultural values are very important and constant. Especially Middle Eastern they value their religious norms and cultural values. Accordingly, when they get exposed to such illicit content, they will refuse it because it doesn't comply with their cultural values (Tamborini, 2015).

Although many of the concerns related to media concerns and risks were real and often articulated globally, many of the public sector discussions in the MENA region appear to be unduly pessimistic. Perhaps the most extreme media-risk slumps involving adolescents was the outrage of a variety of Jordanian prominent citizens protesting Netflix's original TV series, Jinn. The main issue was the romantic acts and the constant cussing of the series. Some Jordanians also claimed that the show should not represent the youth of the planet, since it depicts "low morals" and encourages "inappropriate behavior" (AlNajjar, 2019).

Arab Consumers reacted negatively and how are they upset about the content of shows and movies broadcasted on Netflix especially Netflix original shows they are full of in-appropriate scenes without applying the needed amount of restrictions (Tamborini, 2015).

A global content broadcasted in different regions won't be positively accepted by all cultures as the cultural foundations varies from country to another. For instance, the normal promoting of kissing scenes, normal use of taboo words or language, Nudity, LGBT and drinking habits promoted in western countries won't be accepted in middle east (Tamborini, 2015).

## Moral intensity

**Morals :** Morals involves from two sources moral reasoning and moral identity. Moral reasoning the process of collecting information's about certain problem or issue. Moral judgement it's the source of consumer behavior that comes from variety of treats and norms. Moral comes from your self-experience and public norms and cultures (Vitell, et al., 2016).

There are two types in which the moral theories have been classified into. Deontological and teleological. The first theory is mainly concerned with the behaviors of humans while the other theory is concerned with the aftereffects of humans' actions. Additionally, the first theory focuses on the obsolete action rightness whereas the second theory focuses on the bad or good amount in the aftereffects of humans' actions (Vitell et al., 2015).

Morals and Identity are mainly created in the level of Adolescents so it is considered as very risky level especially with existence of media and the illicit content because as mentioned media is the commonly used platform used by young adults to gain their information and build their morals according to it. During adolescences the persons morals, sexual appeals, identity, self-worth and relationships that's why the huge exposure to illicit VOD content will cripple their thoughts towards values and morals and re-shape it (AlNajjar, 2019).

The "MIME" model of intuitive morality and exemplars is based on the assumption that moral decisions are essentially intuitive in essence and that media content can improve the ease of access of particular moral presuppositions. Most famous films portray ethics in simplistic terms, by pitting positive forces versus dark forces.In view of a dual process context, these movies will contribute to fast judgements. Simultaneously several movies pose challenging ethical dilemmas (Tamborini et al., 2018).

The importance of the strength of moral issues in the ethical decision-

making process has been ignored for so long. A plethora of research have been performed to analyze the influence of the severity of the moral issue, with various variables in ethically challenged circumstances that affect decision taking. The moral strength dimensions are found to be an important determinant of moral judgment. Individuals with a higher sense of responsibility are likely to evoke a higher level of self-consciousness when confronted with an ethical situation (Kong, et al., 2022; Shah & Amjad, 2017).

VOD platforms is a type of digital media and its proved that digital media is a way to learn about morals and behaviors because nowadays in the internet era digital media became one of the most important sources for information and the commonly used way. Consequently, most of the learnt morals are from different media platforms. Through VOD platforms we know and clarify between what's behaviors to be punished and what behaviors are done to be rewarded also we gain different values too from digital media platforms (AlNajjar, 2019).

People are natural storytellers they are impacted by every story they hear or share. As a result, stories can impact one's beliefs and values. People are less likely to objectively evaluate the argument and counter-argue messages as they are in other communicative contexts in a narrative world. The beliefs of the viewers can shift when media profiles introduce them to new knowledge about groups of people they do not meet in their everyday lives (Schmitt, et al., 2021; Gillig, Murphy, 2016).

Disgust was found to play a crucial part in influencing sexuality-and gender-related behaviors. Discomfort was found in the sense of media portrayals in evoking negative attitudes towards LGBTQ people and concerns among straight, cisgender audiences (i.e. anyone whose gender identity corresponds with their biological sex; not transsexual) subjected to a representation of a same-sex relationship. It was also found that optimism encouraged positive attitudes, while other distinct feelings had no impact on the perceptions of the spectators (Gillig et al., 2018).

Different media platforms nowadays are considered as a threat on the Arabic generations because they are working on re-shaping Arab youth morals intuition and drive them to refuse their morals, their cultural values and their religious norms. VOD platforms content drives Arab youth spontaneously to reshape their moral and imitate western morals and start to westernize their morals and act upon accordingly their behaviors won't be

accepted in the East because the western moral is totally different than Eastern morals that will make them aberrant in their culture (AlNajjar, 2019).

In Jordan in case of JINN, Jordanians saw that it's a western plight aims to change and reshape the Jordanian generation. As this content that full of inappropriate scenes and behavior is considered as a huge danger on the Jordanian Youth morals and beliefs. Also, it will spontaneously make them relate to the western norms and culture and start to follow it (Darwish, Ain, 2020).

The content of Netflix can influence moral intensity and ethical decision making. Also, most of Netflix content does not agree with moral intensity and society. It was claimed in many studies that 13 reasons why have raised the suicide rate between teenagers this content is related to negative feelings and bad traits. Even though the media should raise the awareness about suicide. This series spread an idea of how to kill you (O'Brien, Knight & Harris, 2017).

That is a negative connection between Netflix and teenagers, and it is called moral panics which mean the negative affect on users after they watch films or series (Matrix, 2015). On the other side Netflix also has bad content such as drugs or sex that is impact in a damaging way on our society, mostly for teenagers (Turner, 2019).

Moreover, the narrative representations were found to play an important role in minimizing stereotypes that is related to sexual identity and orientation rather than non- narratives. As narratives provide emotional stories and experiences which as a result provides us with a deeper understanding of lesbians, gays...etc. It was also found that there is a significant positive relation between exposure to LGBTQ media representation and the support for LGBTQ equality (Gillig, Murphy, 2016).

It was also assumed that being exposed to content of media could determine one's ethical perceptions. A research was conducted to study the relationship between both factors as how mere exposure to media content can change our attitudes and beliefs. In theory, it's denoted that a change in beliefs or attitudes can be connected with priming mechanisms (Tamborini et al., 2018).

### Resubscription intentions

The exponential expansion in mobile networks and connected apps

has altered content usage habits and facilitated the creation in multiple VOD offerings. VOD is classified as "video content offered through an Internet or other Internet Protocol (IP)-based transmission path". The world's largest VOD network is Netflix, which currently provides content with a customer base of 83 million in over 190 countries worldwide, of which 35 million subscribers are expected to be foreign users outside the US. Around a portion of the sales comes from overseas markets. Netflix is starting to grow its overseas activities and is aiming ambitiously to penetrate the Asian market (Kim, et al., 2017).

Moreover, Netflix, due to its high streaming and availability, seeing that the Asian VOD market is considered to have considerable growth potential, the analysis of China and Korea cases is an essential guide for Asian business development. Pricing would be a major determinant of profitability, because Netflix has a high market advantage abroad relative to the expensive television streaming rates in the US. Critics, however, suspect that Netflix's rental rates would be a sustainable force in Korea and China, where customers are believed to be less likely to pay (WTP) (Kim, et al., 2017).

### Factors affecting resubscription intentions

**Content quality:** It is about the amount and availability of different types movies, shows or programs that will help consumers find whatever they need. For instance, Netflix have huge varieties of different movies in both original Netflix production shows and other shows too (Riekkinen, 2018). Moreover, giving easily access on old movies and shows for Example Netflix have Breaking Bad and Sons of Anarchy (Wayne, 2018). Accordingly, content quality can be a motive to subscribe or to end the subscription.Content quality for middle eastern includes the illicit content that promoted on different VOD platforms "Netflix" according to Arabs this like a low-quality content that may lead to unsubscribe.

**Subscription Fees:**The subscription fees are an amount of money paid monthly or yearly in order to subscribe or to get access to the VOD service. Some consumers feel okay with such a condition, other beliefs that is a luxurious thing and other beliefs that why would I invest money on VOD "Netflix" while other websites provide the same service for free "EgyBest" (Wayne, 2018).

**System quality:**The needed technical quality or levels are very important. Technical liabilities examples; accessibility and liability also the

quality level of audio and video streams. Moreover, the additional services that adds to the technical quality that helps in increasing the subscription rate; the availability of subtitles with different languages, different voice over in different languages. For instance, Netflix provides Arabic subtitles that helps in making consumer experience much better (Riekkinen, 2018).

**Security:**VOD services must have a very effective and efficient security level because it includes payment methods, personal data. Accordingly, Netflix have a very secure security system (Riekkinen, 2018).

**Subjective norms:** They relate to the perspective of the people as to how the individuals in their social network think they should undertake the action in question. Human behavior is affected by social media, relatives, and acquaintances. In other words, behavior taken by people can be the product of social forces. The behavioral purpose of the individual is impacted by subjective values which, in turn, impact the person's judgment to use the good or service. Previous research studies have shown that social influence plays a significant role in the decision-making process of a person (Van der Merwe, 2019). This is most apparent when a person has little or no awareness of the item as it is viewed as high risk; this causes one to lose desire to make a choice. The subjective norms often have an effect on the individual's understanding of the nature of the practice as well as the efficiency of the service (Van der Merwe, 2019).

Nowadays in our digital trend era, consumers are continuing to listen and rely on the opinions and sayings of others when it comes to decision making. Influencer marketing on social media networks is used by industries s social media sites are increasing rapidly across all age groups. FB ranking first then comes Instagram. Opinion leaders (Influencers) they are used as brand ambassadors for some brands to promote the brand's products on their social media accounts as a result their followers have faith in the material and advice of that of the influencers. As per previous research reports, subjective values are a strong predictor of the user's willingness to use a specific service (Van der Merwe, 2019).

**The relationship between Netflix's content and resubscription intentions**

VOD illicit content as a result of promoting it in Arab societies with cultures and morals that reduces such content all lead to an automatic un-subscription as consumers refuses their exposures that will lead to an automatic change of morals and behaviors. For instance, Arab parents forces their children to stop their subscription as they recognized the amount of

danger fallen on the Arab Youth nowadays (Collier et al., 2016). Parents prevent their children from using their smart devices in order not to be exposed or influenced by the illicit obscene content. Some people also prevent their children from Wi-Fi access. When it comes to VODs parents prohibit their children from subscribing (Isa, et al., 2019).

**From the previous discussion we can suggest the following hypotheses:**

H1: Egyptians' Culture affects users' perceptions towards the controversial and illicit content of Netflix.

H2: There is a relationship between Netflix's illicit content and changing users' attitudes towards it in Egypt.

H3: The controversial and illicit content of Netflix affect users' moral intensity in Egypt.

H4: Users' Netflix resubscription intentions are affected by the controversial and illicit content.

## Methodology

Research methodology is the most effective tool for discovering facts about the world, testing new ideas and carrying out their empirical validation. Therefore, it is the method of conducting systematic and intensive inquiries aimed at discovering and explaining facts that are embedded in a certain reality (Queirós et al., 2017).

In this study the researchers compared, analyzed, collected and interpreted several types of data and research approaches in order to understand and identify the impact of Netflix's controversial and illicit content on changing users' attitudes in Egypt, and find the answers for their hypothesis.

***Research aim:*** The aim of this research is to measure the impact of Netflix's controversial and illicit content on changing users 'attitudes in Egypt. By measuring the Egyptians' culture and how it affects users' perceptions towards the controversial and illicit content of Netflix, also how this controversial and illicit content of Netflix affect the users' moral intensity and whether the users' resubscription intentions are affected by such content.

***Research approaches:***

**Qualitative research:** Qualitative analysis is not concerned with numerical representativeness, but with the deepening of awareness of a given problem. The researcher is both the subject and the focus of his analysis in a qualitative

study. In order to understand the different aspects of the problem under study, the goal of the qualitative approach is to generate in-depth and illustrative details (Queirós et al., 2017).

**Quantitative research:** Quantitative analysis focuses on objectivity and is particularly suitable when quantifiable measurements of variables and inferences from samples of a population can be obtained. Quantitative analysis adopts standardized data collection methods and systematic tools. The data is critically and systematically obtained (Queirós et al., 2017).

The researchers used both qualitative studies in this study, which are exploratory research and in-depth interviews, as well as quantitative analysis which are the structured and online questionnaires (Queirós et al., 2017).

### Research techniques

### Questionnaire

A questionnaire is described as a document containing questions and other types of items that are intended to request appropriate research information. The questionnaire is used in survey studies, experiments and other forms of observation. Indeed, to answer their inquiries, individuals ask numerous questions in their everyday lives. A variety of questions are raised to others by journalists, market experts, commentators and stakeholders at various events (Acharya, 2020).According to the responses they get, they shape an opinion or conclusion. The use of the questionnaire or a collection of questions in the analysis is a comparable method. The research questions are firmly built, to obtain answers relevant to the chosen variables for study (Acharya, 2020).

### Population and sampling

The research population includes Netflix users and ex-users.

The type of sampling technique researchers used is the non-probability convenience sampling technique. The researchers used the non-probability sampling technique because there is no available sampling frame, and they used the convenience sampling technique as the members of the target population meet certain practical criteria such as ease of access, availability at a given time and the willingness to fill the online questionnaire. The people who filled this online questionnaire were high school and university students, unemployed people and people who are employees at public and private sectors. The sample size was 331 respondents who have filled the online questionnaires.

**Data Collection Process :**A group of four researchers worked on this study, researchers have collected a total number of 331 online responds for the questioner. The questionnaire was conducted and distributed online through different social media platforms like "Facebook groups and pages, Instagram and WhatsApp" and this due to the current corona virus pandemic and the circumstances in Egypt. The questionnaire was filled by current Netflix users in Egypt that are totally aware and familiar with content broadcasted on Netflix.

**Data coding and verification entry**

In this research the four researchers used the Statistical Package for Social Sciences (SPSS) which is a software package used for interactive, or batched, statistical analysis that offers several types of statistical tests and offers so many kinds of evaluating graphs and diagrams that accordingly helped the researches analyzing and evaluating the relationship between the variables by offering fast and reliable answers. In this study 331 online questionnaire were collected in one file and four researchers worked on entering and coding them on SPSS.

**Statistical analysis :**In this study researchers have used the SPSS to evaluate and analyze their data by using the SPSS different and several graphs and tests that will accordingly offer the answers they need to test and evaluate their hypotheses and provide information that will help in understanding the relationship between the variables whether its negative or positive relationship. Also, SPSS helped in providing the researchers with various statistical techniques including: frequencies, valid percentages, mean, mode and standard deviation that facilitates the evaluating process. Researchers proved that all the questionnaire is consistent and reliable using the reliability test. Moreover, the used the Kruskal-Wallis test in order to find the chi-square that will identify whether the hypothesis is accepted or rejected. Eventually, the researchers have used Spearman correlation test to measure the relationship the hypothesis discussed in the study.

**Statistical significance:** In this study the researchers used the statistical significance (p-value) to identify whether the hypothesis is accepted.  Or rejected and evaluate whether the relationship between the variables is strong or weak. This will be examined according to the p-value, which means if the p-value is less than 0.05 accordingly this will represent a strong evidence against the hypothesis, so the hypothesis is accepted. However, if the p-value is greater than 0.05, this means than there's a weak evidence against the hypothesis, so the hypothesis is rejected.

## Results and Discussion

| 1. Demographic Characteristics | | Frequency | Percentage |
|---|---|---|---|
| **Gender** | **Male** | **125** | **37.8%** |
| | **Female** | **206** | **62.2%** |
| **Total** | | **331** | **100%** |
| **Age** | **Less than 20 years old** | **87** | **26.3%** |
| | **20 years old to less than 30 years old** | **151** | **57.7%** |
| | **30 years old to less than 40 years old** | **43** | **13%** |
| | **40 years old to less than 50 years old** | **5** | **1.5%** |
| | **50 years old or above** | **5** | **1.5%** |
| **Mean Age** | | **23** | |
| **Total** | | **331** | **100%** |
| **Occupation** | **Student** | **189** | **57.1%** |
| | **Employee public sector** | **11** | **3.3%** |
| | **Employee private sector** | **81** | **24.5%** |
| | **Businessman/ Businesswoman** | **15** | **5.7%** |
| | **Household** | **11** | **3.3%** |
| | **Retired** | **2** | **0.6%** |
| | **Other** | **18** | **5.4%** |
| **Total** | | **331** | **100%** |
| **Educational level** | **High school student** | **26** | **7.9%** |
| | **University student** | **170** | **51.4%** |
| | **Bachelor's degree holder** | **113** | **34.1%** |
| | **Post graduate degree holder (master's degree, doctorate)** | **22** | **6.6%** |
| **Marital status** | **Single** | **264** | **79.8%** |
| | **Married** | **58** | **17.5%** |
| | **Widow** | **4** | **1.2%** |
| | **Divorced** | **5** | **1.5%** |
| **Total** | | **331** | **100%** |
| **Monthly income** | **Less than 3000 LE** | **145** | **45%** |
| | **3000 LE to less than 6000 LE** | **82** | **24.8%** |
| | **6000 LE to less than 9000 LE** | **33** | **10%** |
| | **Above 9000 LE** | **67** | **20.2%** |
| **Mean Income** | **EGP 4998.4** | | |
| **Total** | | **331** | **100%** |

According to the above table that classifies the demographic

characteristics, the sample unit represents a total of 331 respondents, with the majority of female respondents (206). The majority of the respondents are from 20 to less than 30 years old as respondents of that age are more familiar with and aware of Netflix's content. The majority of the respondents are university students with a major income less than 3000 also the majority of the respondents' marital status is single. This sample of respondents are Netflix daily users because they have more free time than working users or households, also, the majority are aware of different types of movies and shows viewed on Netflix as they get exposed to social media platforms that constantly motivate youth to watch Netflix movies and shows.

**Testing hypothesis 1**

**H1: Egyptians culture affects users' perceptions towards the controversial and illicit content of Netflix.**

| Statements | 5 Strongly Agree | 4 Agree | 3 Neutral | 2 Dis-agree | 1 Strongly Disagree | Mean | Standard Deviation |
|---|---|---|---|---|---|---|---|
| | | | | | | | |

Table 2: User's perception towards the controversial and illicit content of Netflix.

| Statements | 5 Strongly Agree | 4 Agree | 3 Neutral | 2 Dis-agree | 1 Strongly Disagree | Mean | Standard Deviation |
|---|---|---|---|---|---|---|---|
| 1. I heard about Netflix (shows & movies) through social media platforms "FB, Instagrm" | 130 39.3% | 102 30.8% | 65 19.6% | 16 4.8% | 18 5.4% | 3.94 | 1.128 |
| 2. I heard about Netflix (shows & movies) through direct ads. | 43 13% | 69 20.8% | 96 29% | 66 19.9% | 57 17.2% | 2.92 | 1.271 |
| 3. I think that Netflix's religious content (Lucifer, Messiah, Nadia in Elite) is acceptabe | 25 7.6% | 36 10.9% | 76 23% | 67 20.2% | 127 38.4% | 2.29 | 1.284 |
| 4. I think that Netflix's violent content is bearable | 62 18.7% | 80 24.2% | 106 32% | 57 17.2% | 26 7.9% | 3.29 | 1.183 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5. I think that Netflix's adult content (365 Days, Dark desires, Elite) is passable | 43 13% | 37 .1.2% | 72 21.8% | 67 20.2% | 112 33.8% | 2.49 | 1.391 |
| 6. I think that Netflix's suicide and self-harm content (13 Reasons Why) is acceptable | 35 10.5 | 53 16% | 86 26% | 86 26% | 71 21.5% | 2.68 | 1.267 |
| 7. I think that Netflix's LGBT content (Elite, You me her, Modern family) is acceptable | 30 9.1 | 38 11.5 | 73 22.1 | 69 20.8% | 121 36.6% | 2.36 | 1.319 |
| 8. I feel that Netflix uses trendy storylines to normalize the western beliefs in their shows. | 138 1.7 | 87 26.3 | 64 19.3% | 29 8.8% | 13 3.9% | 3.93 | 1.146 |
| 9. I think Netflix's content affects youth | 33 0.2% | 86 26% | 57 17.2% | 33 10% | 22 6.6% | 3.83 | 1.244 |

According to table 2 that represents users perception towards the controversial and illicit content of Netflix it clarified that 60% of the respondents disagreed with the questionnaire statements this accordingly clarifies that they are totally against this type of content that negatively portrays our religious symbols and beliefs. The above table also clarified the respondent's complete denial of LGBTQ support in any shows or movies. Moreover, the above table showed that the majority of Egyptians users refuse the self-harm shows broadcasted on Netflix. However, the majority of the respondents admitted that they are totally fine with the violent content viewed on Netflix as they are familiar with this type of content as the original Egyptian movies and shows are full of violent scenes. On the other hand, the above table proved that the majority of the respondents completely dislike the sexual and adult content broadcasted on Netflix. Also, the table clarifies that the direct messages sent via E-mail is not an effective marketing tool to attract and motivates the Egyptian users to watch new shows or movies or even subscribe. However, the majority

agreed that they mainly concern about the ads and posts shared on different social media platforms. The standard deviation is low which means that the sample is representative and homogenous.

**Table 3: Reliability statistics of User's perception towards the controversial and illicit content of Netflix.**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| 0.613 | 9 |

According to the above table that represents Reliability statistics of User's perception towards the controversial and illicit content of Netflix, the 9 statements of user's perception towards the controversial and illicit content of Netflix have Cronbach's Alpha= 0.613 this result indicates reliability and consistency between the statements

**Table 4:  Egyptians' culture towards the controversial and illicit content of Netflix.**

| Statements | 5 Strongly Agree | 4 Agree | 3 Neutral | 2 Disagree | 1 Strongly Disagree | Mean | Standard deviation |
|-----------|-----------|------|---------|----------|-----------|------|----------|
| 1. I think that Egyptians avoid risky | 67 20.2% | 92 27.8% | 106 32% | 38 11.5% | 28 8.5% | 3.40 | 1.177 |
| 2. I think that Egyptians are family- | 117 35.3% | 102 30.8% | 77 23.3% | 22 6.6% | 13 3.9% | 3.87 | 1.092 |
| 3. I think that the Egyptian culture is a male dominant | 128 38.7% | 100 30.2% | 59 17.8% | 32 9.7% | 12 3.6% | 3.91 | 1.128 |
| 4. I believe that the Egyptian culture shows more respect to higher | 166 50.2% | 89 26.9% | 56 16.9% | 13 3.9% | 7 2.1% | 4.19 | 0.992 |
| 5. Egyptians tend to prepare long-term plans to | 31 9.4% | 85 25.7% | 130 39.3% | 57 17.2% | 28 8.5% | 3.10 | 1.065 |
| 6. I feel that I must belong to | 54 16.3% | 8 26.6% | 102 30.8% | 53 16% | 34 10.3% | 3.23 | 1.201 |

| | | | | | | |
|---|---|---|---|---|---|---|
| 7. I feel like I belong to the members | 41 12.4% | 96 29% | 108 32.6 | 60 18.1% | 26 7.5% | 3.20 | 1.116 |
| 9. I value other peoples' opinions in the way I choose | 55 16.6% | 98 29.6% | 79 23.9% | 49 14.8% | 50 15.1% | 3.18 | 1.299 |

According to table 4 that represents the Egyptians' culture towards the controversial and illicit content of Netflix. However, a huge number admitted that the Egyptian culture beliefs in authority and power distance and belongs to power distance cultures. The standard deviation is low which means that the sample is representative and homogenous

**Table 5: Reliability statistics of Egyptians' culture towards the controversial and illicit content of**

| Cronbach's Alpha | N of Items |
|---|---|
| 0.628 | 8 |

According to the above table that represents Reliability statistics of Egyptians' culture towards the controversial and illicit content of Netflix., the 8 statements of users' perception towards the controversial and illicit content of Netflix have Cronbach's Alpha= 0.628 this result indicates reliability and consistency between the statements.

**Table 6: Chi-square test between Egyptians' culture affects users' perceptions towards the controversial and illicit content of Netflix.**

| | **Egyptians' culture affects users' perceptions towards the controversial and illicit content of Netflix.** |
|---|---|
| **P-value** | **0.218** |

Table 6 shows the chi-square test calculated from Kruskal Wallis test (non-parametric test), The p-value equals 0.218, which is more than 0.05, that means that there is no relationship between Egyptians' culture affects users' perceptions towards the controversial and illicit content of Netflix.

### Results of testing hypothesis 1

As there is no relationship between Egyptians' culture affects users' perceptions towards the controversial and illicit content of Netflix. So accordingly, hypothesis one is rejected.

### Testing Hypotheses 2

### H2: There is a relationship between Netflix's illicit content and changing users' attitudes towards it in Egypt

**Table 7: Users' attitudes towards the controversial and illicit content of Netflix**

| Statements | 5 Strongly Agree F (%) | 4 Agree F (%) | 3 Neutral F (%) | 2 Disagree F (%) | 1 Strongly Disagree F (%) | Mean | Standard deviation |
|---|---|---|---|---|---|---|---|
| 1.I like Netflix's content (Movies, shows) | 93 28.1% | 140 42.3% | 71 21.5% | 21 6.3% | 6 1.8% | 3.89 | 0.950 |
| 2. I I think that Netflix is trying to change our societal beliefs | 125 37.8% | 90 27.2% | 54 16.3% | 41 12.4% | 21 6.3% | 3.78 | 1.250 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 3. My beliefs started to change after watching Netflix's shows | 14 4.2% | 43 13.0% | 59 17.8% | 92 27.8% | 123 37.2% | 2.19 | 1.190 |
| 4. I trust Netflix's content | 19 5.7% | 37 11.2% | 114 34.4% | 84 25.4% | 77 23.3% | 2.51 | 1.134 |
| 5. I started to accept foreign beliefs because of Netflix. | 28 8.5% | 47 8.5% | 87 26.3% | 85 25.7% | 84 25.4% | 2.55 | 1.246 |
| 6. I feel that the more I watch Netflix's content the more I become familiar with it | 71 21.5% | 89 26.9% | 103 31.1% | 33 10.0% | 35 10.6% | 3.39 | 1.227 |
| 7. I trust my family's exposure to Netflix. | 36 10.9% | 73 10.9% | 84 25.4% | 58 17.5% | 80 24.2% | 2.78 | 1.324 |
| 8. I'm willing to renew my subscription | 140 42.3% | 97 29.3% | 54 16.3% | 16 4.8% | 24 7.3% | 3.95 | 1.197 |
| 9. Netflix made me sympathetic with (LGBTQ community, criminals, villains…etc.) | 32 9.7% | 50 15.1% | 90 27.2% | 64 19.3% | 95 28.7% | 2.58 | 1.306 |
| 10. I 'd like to continue watching Netflix's content | 107 32.3% | 107 32.3% | 74 22.4% | 25 7.6% | 18 5.4% | 3.79 | 1.139 |

According to table 7, Most of the sample agreed with the statements above while many disagreed concerning Users' attitudes towards the controversial and illicit content of Netflix. The respondents agreed that Netflix is trying to change their societal beliefs "I think that Netflix is trying to change our societal beliefs" but when asked directly about their own beliefs they claimed the opposite "I started to accept foreign beliefs because of Netflix"/ " My beliefs started to change after watching Netflix's shows". However, the highest mean is 3.95 as most of the respondents are willing to renew their subscriptions. Most of the respondents disagreed on trusting their family's exposure to Netflix and disagreed on trusting Netflix's content. The standard deviation is low which means that the sample is representative and homogenous.

**Table 8: Reliability statistics of users' attitudes towards the controversial and illicit content of Netflix**

| Cronbach's Alpha | N of Items |
|:---:|:---:|
| 0.700 | 10 |

According to table 8, the 10 statements of users' attitudes towards the controversial and illicit content of Netflix have Cronbach's Alpha = 0.700 which indicate high level of reliability

**Table 9: Chi-square test between users' attitudes towards the controversial and illicit content of Netflix**

| | users' attitudes towards the controversial and illicit content of Netflix |
|:---|:---:|
| **P-value** | **0.000** |

The above table 9, shows the Chi-square test calculated from Kruskal Wallis test (non-parametric test). The p-value equals 0.000, which is less than 0.05, so there is a significance relationship between users' perceptions and their attitudes towards the controversial and illicit content of Netflix.

**Table 10 : Spearman correlation between users' attitudes towards the controversial and illicit content of Netflix**

|  | Attitude |
| --- | --- |
| **Correlation Coefficient** | **0.334** |
| **P-value** | **0.000** |
| **N** | **331** |

### Results of testing hypothesis 2

The Correlation Coefficient of 0.334 indicates that there is a weak positive relationship between Netflix and changing users' attitudes towards it in Egypt therefore, hypothesis 2 is accepted.

### Testing hypothesis 3

**H3: The controversial and illicit content of Netflix affect users 'moral intensity in Egypt.**

**Table 11: The controversial and illicit content of Netflix and users 'moral intensity in Egypt.**

| Statements | (5) Strongly Agree F (%) | (4) Agree F (%) | (3) Neutral F (%) | (2) Disagree F (%) | (1) Strongly Disagree F (%) | Mean | Standard deviation |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **1) Arab youth's exposure to Netflix's content reshapes their** | 91 (27.5%) | 110 (33.2%) | 93 (28.1%) | 30 (9.1%) | 7 (2.1%) | 3.75 | 1.024 |
| **2) I tend to analyze the content I watch on Netflix morally** | 66 (19.9%) | 98 (29.6%) | 99 (29.9%) | 45 (13.6%) | 23 (6.9%) | 3.42 | 1.156 |

| | | | | | | |
|---|---|---|---|---|---|---|
| **3) I get affected by the content I consume on Netflix in my personal behaviours** | 17 (5.1%) | 57 (17.2%) | 87 (26.3%) | 87 (26.3%) | 83 (25.1%) | 2.51 | 1.187 |
| **4) Netflix's content matches the Egyptian cultural norms** | 5 (1.5%) | 25 (7.6%) | 47 (14.2%) | 89 (26.9%) | 165 (49.8%) | 1.84 | 1.028 |
| **5) The characters' stories in Netflix shows increases my sympathy towards controversial subjects (Breaking Bad, Money Heist,** | 55 (16.6%) | 96 (29.0%) | 91 (27.5%) | 53 (16.0%) | 36 (10.9%) | 3.24 | 1.222 |

According to the above table, most of the sample agreed on the above statements concerning the controversial and illicit content of Netflix affecting users 'moral intensity in Egypt. As the respondents agreed that Arab youth's exposure to Netflix's content reshapes their morals, also they believe that the characters ' stories in Netflix shows increase their sympathy towards controversial subjects (Breaking Bad, Money Heist, Dark…etc.), even though many of them tend to analyze what they watch on Netflix morally. However, some of the respondents disagreed about some points as they believe that Netflix's content doesn't match the Egyptian cultural norms, also, that they don't get affected by the content they consume on Netflix in their behaviours as Egyptian TV and Cinema themselves contain a lot of controversial subjects that don't affect their personal behaviours. The standard deviation is all less than 1.5 which means that the sample is not biased and homogenous.

**Table 12: Reliability statistics of the controversial and illicit content of Netflix affect users' moral intensity in**

| Cronbach's Alpha | N of Items |
|:---:|:---:|
| **0.683** | **5** |

According to the above table 12, the 5 statements about users 'moral intensity have Cronbach's Alpha= 0.683 which indicates reliability and consistency of all the statements.

**Table 13: Chi-square test between Netflix's controversial and illicit content and affect users' moral intensity in Egypt.**

| | **Users' perceptions towards Netflix's illicit content and affecting their moral intensity in Egypt.** |
|:---|:---:|
| **p-value** | **0.390** |

The above table shows the Chi-square test calculated from Kruskal Wallis test (non-parametric test), the p-value equals 0.390 which is more than 0.05, so there is no relationship between the independent variable users 'perceptions towards Netflix's illicit content and the dependent variable which is users 'moral intensity. Therefore, this hypothesis is rejected.

**Results of testing hypothesis 3**

There is no relationship between the independent variable users 'perceptions towards Netflix's illicit content and the dependent variable which is users 'moral intensity. Therefore, this hypothesis is rejected.

**Testing Hypotheses 4**

**Table 14: Users' Netflix resubscription intentions are affected by the controversial and illicit content.**

| Statements | 5 Strongly Agree | 4 Agree | 3 Neutral | 2 Disagree | 1 Strongly Disagree | Mean | Standard deviation |
|---|---|---|---|---|---|---|---|
| 1) I would like to renew my Netflix subscription because I find it easy to access Netflix from my mobile phone. | 115 (34.7%) | 84 (25.4%) | 71 (21.4%) | 27 (8.2%) | 34 (10.3%) | 3.66 | 1.305 |
| 2) I would like to renew my Netflix subscription because I like the content offered by Netflix. | 92 (27.8%) | 106 (32.0%) | 85 (25.7%) | 32 (9.7%) | 16 (4.8%) | 3.68 | 1.122 |
| 3) I would like to renew my Netflix subscription because Netflix's easy and clear payment methods. | 89 (26.9%) | 101 (30.5%) | 96 (29.0%) | 25 (7.6%) | 20 (6.0%) | 3.65 | 1.133 |
| 4) I would like to renew my Netflix subscription due to the variety of content. | 126 (38.1%) | 106 (32.0%) | 63 (19.0%) | 26 (7.9%) | 10 (3.0%) | 3.94 | 1.076 |
| 5) I would like to renew my Netflix subscription because I feel safe sharing my credit card Info with Netflix. | 93 (28.1%) | 62 (18.7%) | 125 (37.8%) | 26 (7.9%) | 25 (7.6%) | 3.52 | 1.194 |

According to the table, the highest mean is 3.94 in which the majority of the sample agreed that they would like to renew their Netflix subscription due to the variety of content offered by Netflix. On the other hand, the Standard deviation is relatively low which means that the sample representative and homogenous.

**Table 15: Reliability Statistics of Users' Netflix resubscription intentions are affected by the controversial and illicit content.**

| Cronbach's Alpha | N of Items |
|:---:|:---:|
| **0.791** | **5** |

The 5 statements of resubscription intentions have Cronbach's Alpha =0.791 which indicates the reliability and consistency of the statements.

**Table 16: Chi-square test of Users' Netflix resubscription intentions are affected by the controversial and illicit content. Egypt.**

| P-value | 0.001 |
|:---:|:---:|

The above table indicates that the Chi-square test was determined using the Kruskal Wallis test. The P-value is equal to 0.001, which is less than 0.005, So There is a relationship of Users' Netflix resubscription intentions are affected by the controversial and illicit content.

**Table 17: spearman correlation of Users' Netflix resubscription intentions are affected by the controversial and illicit content.**

| | |
|:---:|:---:|
| **Correlation coefficient** | **0.188** |
| **P-value** | **0.001** |
| **N** | **331** |

**Result of testing hypothesis 4**

There is a very weak positive relationship between users' Netflix resubscription intentions and how they are affected by controversial and illicit content. Hypothesis 4 is accepted.

**Research discussion, conclusion and marketing implications**

The researchers will compare their findings in the literature review with the research discussion results. Moreover, the conclusion of research findings and hypotheses will be discussed. As well as marketing implications will be provided

**Research discussion**

**Table 18: Discussion of the results**

| Hypothesis | Previous | Results | Discussions |
|---|---|---|---|
| **H1: Egyptians' culture affects users' perceptions towards the controversial and illicit content of Netflix.** | Global content broadcasted in different regions won't be positively accepted by all cultures as the cultural foundations varies from one country to another. For instance, the normal promoting of kissing scenes, normal use of taboo words or language, Nudity, LGBT | There is no relationship between the Egyptians' culture and the user's perception towards the controversial and illicit content of Netflix. | The research came up in-consistent with the previous literature review that indicates that there is no direct relationship between the variables because the Egyptian culture has double standards and people have different opinions here |

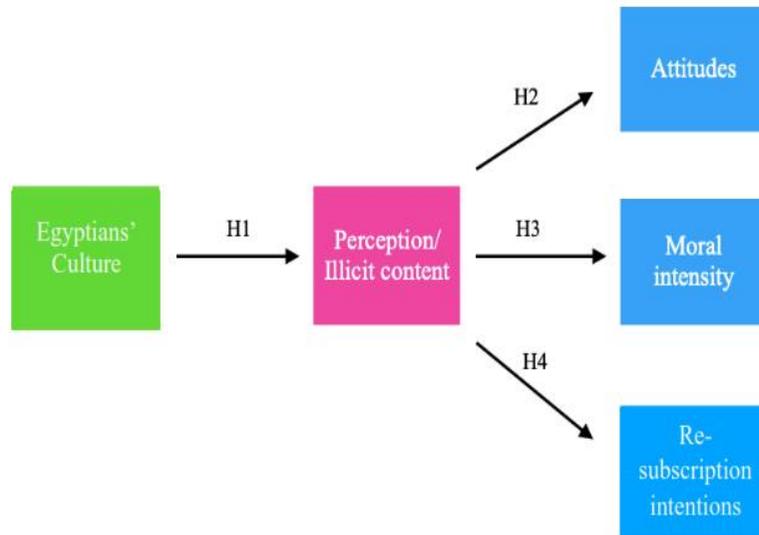| **H2: There is a relationship between Netflix's illicit content and changing users' attitudes towards it in Egypt** | A correlation between some media consumption and negative results was found in the majority of people of reported research analyzing media content. Numerous studies have linked media to smoking, drinking, and marijuana use. This media influence tends to be applicable to teenagers from other nations and not limited solely to the U.s. An Egyptian research also discovered that exposure to foreign media in both Egyptian genders was positively correlated with unfavorable actions (AlSayyari, AlBuhairan, 2018). | There is a weak positive relationship between Netflix's illicit content and changing users' attitudes towards it in Egypt | The results that researchers came up with supported what was found in the literature which indicate that there is a relationship between Netflix's illicit content and changing users' attitudes towards it in Egypt.The respondents agreed that Netflix is trying to change societal |

| | | | |
|---|---|---|---|
| **H3: The controversial and illicit content of Netflix affect users' moral intensity in Egypt.** | The content of Netflix can influence moral intensity and ethical decision making. Also, most of Netflix content does not agree with moral intensity and society. It was claimed in many studies that 13 reasons why have raised the suicide rate between teenagers this content is related to negative feelings and | There is no relationship between the users' perception towards Netflix's controversial and illicit content and their moral intensity in Egypt. | The outcomes that the researches reached didn't support the previous literature that stated that there is a relationship between the users' perception towards Netflix's controversial and illicit content and their moral intensity. As the Egyptian Tv and Cinema themselves contain a lot of |

| | | | |
|---|---|---|---|
| **H4: Users' Netflix resubscription intentions are affected by the controversial and illicit content.** | VOD illicit content because of promoting it in Arab societies with cultures and morals that reduces such content all lead to an automatic un-subscription as consumers refuses their exposures that will lead to an automatic change of morals and behaviours. For instance, Arab parents forces their children to stop their | There is a positive relationship between users' Netflix resubscription intentions and how they are affected by the controversial and illicit content. | The result of the analysis was consistent with Claims by the author; Netflix illegal content all leads to an automatic dis-subscription as users deny their exposures that would lead to an automatic shift in morals and attitudes. |

**The conceptual model  figure 1 :**

**Source**



**Source: Researcher preparation**

**Recommendations**

1. It was proved that people in the MENA region don't give much attention to the messages sent by Netflix to their e-mails. Accordingly, Netflix need to encourage users to interact with their e-mails. This can be done by adding an incentive for example, offering them in-mail gifts, coupon codes, discounts…etc.

2. Like most of the apps; Netflix can ask the customers what genres do they like using an image checkbox method so customers would complete the process and thus the content will always be relevant to the customers.

3. In-order to increase the number of subscribers and attract different types of Arabian or Egyptian subscribers; Netflix must increase their Arabic production and collaborate with Egyptian and Arabian actors.

4. From the results it was found that Egyptians cared the most about high streaming and content availability. So Netflix MENA should try to maintain and put an effort, to keep the existing subscriber base happy and attract new ones, Netflix could introduce a new option to view

some of the unavailable content in exchange for extra payment or perform poll voting on which content the subscribers which to be added next.

5. Also, it was found that Netflix has a negative reputation in the middle east and that people don't trust their family's exposure to it. So, Netflix must try and add more suitable material, adding clear PG's explanation or even a warning before illicit scenes. Netflix can also change the movies posters displayed in the MENA region to make it more suitable for the culture.

6. Also, it was found that people in Egypt believe that Netflix is trying to change their societal beliefs. Netflix must try to limit its religious portrayals and LGBTQ in the shows broadcasted in Netflix MENA to match their culture.

7. Netflix can consider the kinds of programs that a subscriber wants to see depending on the viewing preferences of the audience member. And use this data to sell related content later to the subscriber. Based on its preferences and past transactions, which are disclosed in data, to know and operate on what the audience wants.

8. One of Netflix's strongest advantages in the realm of social media is the amount of buzz new content gets there. Totake this a step further and increase user engagement; Netflix can start recommending content to groups of users who know each other based on their viewing patterns - or to users subscribed in the family plan and this can help them maintain the re-subscription intentions.

## Conclusion

This research was conducted to measure the impact of Netflix's controversial and illicit content on changing users 'attitudes in Egypt. This research involves four hypotheses.

The researchers proved that in the first hypothesis there is no relationship between the Egyptians' culture and users' perception towards the illicit and controversial content broadcasted on Netflix and that Egyptians' culture doesn't affect users' perceptions towards Netflix's content, that was also supported by the reliability test that proved that the statements are in-consistent accordingly hypothesis one is rejected.

The second hypothesis implied that there is a weak positive relationship between Netflix's illicit content and changing users' attitudes towards it in Egypt. The reliability test proved that the statements were consistent and reliable. Also, the correlation revealed that there is a weak positive relationship. Therefore, hypothesis 2 is accepted.

The third hypothesis showed that there is no relationship between the users ' perception towards Netflix's controversial and illicit content and their moral intensity. Therefore hypothesis 3 is rejected.

The fourth hypothesis proposes that a positive relationship exists between Users ' Netflix resubscription intentions affected by the controversial and illicit content. The measure of reliability exposed that there was reliability and accuracy between claims. There's also a positive relationship among variables in the Spearman correlation test. Hypothesis 4 is accepted.

# References

Acharya, B. (2010). Questionnaire design. Central Department of Population Studies. Retrieved on: 26-6-2014.

Adamis, D., Macdonald, A., McCarthy, G., Morandi, A., Bellelli, G., & Meagher, D. (2022). Towards understanding the nature and need of delirium guidelines across nations and cultures. *Aging clinical and experimental research*, *34*(3), 633-642.

Albarracin, D., & Shavitt, S. (2018). Attitudes and attitude change. Annual review of psychology, 69, 299-327.

Alfayad, K., Murray, R. L., Britton, J., & Barker, A. B. (2022). Content analysis of Netflix and Amazon Prime Instant Video original films in the UK for alcohol, tobacco and junk food imagery. *Journal of Public Health*, *44*(2), 302-309.

AlNajjar, A. (2019). Abolish censorship and adopt critical media literacy: A proactive approach to media and youth in the Middle East. Journal of Media Literacy Education, 11(3), 73-84.

AlSayyari, A., & AlBuhairan, F. (2018). Relationship of media exposure to substance use among adolescents in Saudi Arabia: Results from a national study. Drug and alcohol dependence, 191, 174-180.

Altmann, T. K. (2008, July). Attitude: a concept analysis. In Nursing forum (Vol. 43, No. 3, pp. 144-150). Malden, USA: Blackwell Publishing Inc.

Barker, A. B., Smith, J., Hunter, A., Britton, J., & Murray, R. L. (2019). Quantifying tobacco and alcohol imagery in Netflix and Amazon Prime instant video original programming accessed from the UK: a content analysis. BMJ open, 9(2), e025807.

Bleasdale, J., Leone, L. A., Morse, G. D., Liu, Y., Taylor, S., & Przybyla, S. M. (2022). Socio-Structural Factors and HIV Care Engagement among People Living with HIV during the COVID-19 Pandemic: A Qualitative Study in the United States. *Tropical Medicine and Infectious Disease*, *7*(10), 259.

Brown, J. D. (2000). What issues affect Likert-scale questionnaire formats. Shiken: JALT Testing & Evaluation SIG Newsletter, 4(1).

Brown, J. D. (2011). Likert items and scales of measurement. Statistics, 15(1), 10-14.

Buller, D. B., Walkosz, B. J., & Woodall, W. G. (2019). Use of Media and Social Media in the Prevention of Substance Use. In Prevention of Substance Use (pp. 319-334). Springer, Cham.

Carmichael, V., & Whitley, R. (2018). Suicide portrayal in the Canadian media: examining newspaper coverage of the popular Netflix series '13 Reasons Why'. BMC public health, 18(1), 1-10.

Castro, D., Rigby, J. M., Cabral, D., & Nisi, V. (2019). The binge-watcher's journey: Investigating motivations, contexts, and affective states surrounding Netflix viewing. Convergence, 1354856519890856.

Collier, K. M., Coyne, S. M., Rasmussen, E. E., Hawkins, A. J., Padilla-Walker, L. M., Erickson, S. E., & Memmott-Elison, M. K. (2016). Does parental mediation of media influence child outcomes? A meta-analysis on media time, aggression, substance use, and sexual behaviour. Developmental Psychology, 52(5), 798.

Curmei, M., Haupt, A. A., Recht, B., & Hadfield-Menell, D. (2022, September). Towards Psychologically-Grounded Dynamic Preference Models. In *Proceedings of the 16th ACM Conference on Recommender Systems* (pp. 35-48).

da Rosa, G. S., Andrades, G. S., Caye, A., Hidalgo, M. P., de Oliveira, M. A. B., & Pilz, L. K. (2019). Thirteen Reasons Why: the impact of suicide portrayal on adolescents' mental health. Journal of psychiatric research, 108, 2-6.

Darwish, I., & Ain, N. A. (2020). Foul Language on Arabic Television: A Case Study of the First Jordanian Arabic Netflix Series. Academic Journal of Interdisciplinary Studies, 9(1), 83-83.

De Mooij, M. (2019). Consumer behaviour and culture: Consequences for global marketing and advertising. SAGE Publications Limited.

Díaz-Cintas, J., & Zhang, J. (2022). Going global against the tide: The translation of Chinese audiovisual productions. *Babel*, *68*(1), 1-23.

Farkas, Z. (2022). Social position and social status: An institutional and relational sociological conception. *Human Studies*, 1-29.

Gillig, T. K., Rosenthal, E. L., Murphy, S. T., & Folb, K. L. (2018). More than a media moment: The influence of televised storylines on viewers' attitudes toward transgender people and policies. Sex Roles, 78(7-8), 515-527.

Gillig, T., & Murphy, S. (2016). Fostering support for LGBTQ youth? The effects of a gay adolescent media portrayal on young viewers. International Journal of Communication, 10, 23.

Gugenishvili, I., Francu, R. E., & Koporcic, N. (2022). I give a dime if you do, too! The influence of descriptive norms on perceived impact, personal involvement, and monetary donation intentions. *Journal of Consumer Behaviour*, *21*(2), 167-179.

Hawkins, D. I., & Mothersbaugh, D. L. (2010). Consumer behaviour: Building marketing strategy. Boston: McGraw-Hill Irwin.

He, T. (2022). Online content platforms, copyright decision-making algorithms and fundamental rights protection in China. *Law, Innovation and Technology*, *14*(1), 71-94.

Horeck, T. (2019). Streaming Sexual Violence: Binge-watching Netflix's

13 Reasons Why. Participations: Journal of Audience & Reception Studies, 16(2), 143-166.

Iordache, C., Raats, T., & Donders, K. (2022). The "Netflix Tax": An Analysis of Investment Obligations for On-Demand Audiovisual Services in the European Union. *International Journal of Communication*, *16*, 545-565.

Isa, A. M., Mahmud, W. A. W., Muhammad, W. I. W. S., & Pitchan, A. (2019). Netflix and Dilemma of Content Regulation in Malaysia. International Journal of Advanced Science and Technology, 28(16), 460-468.

Isa, A. M., Mahmud, W. A. W., Sulaiman, W. I. W., Pitchan, M. A., & Mamat, S. (2020). OTT Media and Content Regulation: A Systematic Review and Meta- Analysis.

Kim, M. S., Kim, E., Hwang, S., Kim, J., & Kim, S. (2017). Willingness to pay for over-the-top services in China and Korea. Telecommunications Policy, 41(3), 197-207.

Koenuma, T., Akai, K., & Nishino, N. (2017). Choice decision under Uncertainty for Fee-charging Video-on-demand Services. Procedia CIRP, 62, 100-105.

Kom, T. W. C. S., & Supono, R. A. (2022). Consumer Behaviour Analysis of Interest in Subscribe to Video Streaming by Implementing 7p's Marketing Strategies Using Quality Function Deployment Method. *Engineering and Science*, *7*(3), 37-46.

Kong, X., Cui, L., Li, J., & Yang, Y. (2022). The Effect of Friendship Conflict on Depression, Anxiety and Stress in Chinese Adolescents: The Protective Role of Self-Compassion. *Journal of Child and Family Studies*, 1-12.

Kort-Butler, L. A., & Habecker, P. (2018). Framing and cultivating the story of crime: The effects of media use, victimization, and social networks on attitudes about crime. Criminal justice review, 43(2), 127-146.

Malhotra, N. K. (2006). Questionnaire design and scale development. The handbook of marketing research: Uses, misuses, and future advances, 83-94.

Matrix, S. (2015). The Netflix effect: Teens, binge watching, and on-demand digital media trends. Jeunesse: Young People, Texts, Cultures, 6(1), 119-138.

Morgenstern, M., Isensee, B., & Hanewinkel, R. (2015). Seeing and liking cigarette advertisements: is there a 'mere exposure'effect?. European addiction research, 19(1), 42-46.

O'Brien, K. H. M., Knight, J. R., & Harris, S. K. (2017). A call for social responsibility and suicide risk screening, prevention, and early

intervention following the release of the Netflix series 13 Reasons Why. JAMA internal medicine, 177(10), 1418-1419.

Paul, P., Roy, A., & Mukhopadhyay, K. (2016). The impact of cultural values on marketing ethical norms: A study in India and the United States. Journal of International Marketing, 14(4), 28-56.

Pozzo, M. I., Borgobello, A., & Pierella, M. P. (2019). Using questionnaires in research on universities: analysis of experiences from a situated perspective. Revista d'Innovació i Recerca en Educació, 12(2), 1.

Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. European Journal of Education Studies.

Rahman, M. S. (2017). The Advantages and Disadvantages of Using Qualitative and Quantitative Approaches and Methods in Language" Testing and Assessment" Research: A Literature Review. Journal of Education and Learning, 6(1), 102-112.

Riekkinen, J. (2018). Piracy versus netflix: Subscription video on demand dissatisfaction as an antecedent of piracy. In Proceedings of the Annual Hawaii International Conference on System Sciences;. University of Hawai'i at Manoa.

Riva, G., Teruzzi, T., & Anolli, L. (2003). The use of the internet in psychological research: Comparison of online and offline questionnaires. CyberPsychology & Behaviour, 6(1), 73-80.

Scarlata, A., Douglas, J., & Lobato, R. (2022). Subscription video-on-demand (SVOD) original production in Australia: Evolution or revolution?. *Media International Australia*, 1329878X221127083.

Schmitt, J. B., Caspari, C., Wulf, T., Bloch, C., & Rieger, D. (2021). Two sides of the same coin? The persuasiveness of one-sided vs. two-sided narratives in the context of radicalization prevention. *SCM Studies in Communication and Media*, *10*(1), 48-71.

Shah, S. A. M., & Amjad, S. (2017). Consumer Ethical Decision Making: Linking Moral Intensity, Self-Consciousness and Neutralization Techniques. Australasian Accounting, Business and Finance Journal, 11(1), 99-130.

Shahin, N., Kalliny, M., & Shahin, S. (2019). Cultural Values in Magazine Advertising: A Comparative Study of the Arab World and the United States. Academy of Marketing Studies Journal.

Showkat, Nayeem & Parveen, Huma. (2017). In-depth Interview.

Sigismondi, P., & Ciofalo, G. (2022). Glocalization processes and new centrifugal dynamics in the international entertainment landscape: the Netflix Case in Italy. In *Handbook of Culture and*

*Glocalization* (pp. 305-320). Edward Elgar Publishing.

Stefanny, N., Rahmiati, F., & Roni, M. (2022). The role of brand image and brand trust in mediating the influence of e-WOM on purchase decision (case of video-on-demand Netflix). *IDEAS: Journal of Management & Technology*, 2(1), 12-21.

Tamborini, R. (2015). A model of intuitive morality and exemplars. In Media and the moral mind (pp. 67-98). Routledge.

Tamborini, R., Prabhu, S., Lewis, R. J., Grizzard, M., & Eden, A. (2018). The influence of media exposure on the accessibility of moral intuitions and associated affect. Journal of Media Psychology: Theories, Methods, and Applications, 30(2), 79.

Trekels, J., & Eggermont, S. (2018). "I Can/Should Look Like a Media Figure": The Association Between Direct and Indirect Media Exposure and Teens' Sexualizing Appearance Behaviours. The Journal of Sex Research, 55(3), 320-333.

Turner, G. (2019). Approaching the cultures of use: Netflix, disruption and the audience. Critical Studies in Television, 14(2), 222-232.

Van der Merwe, M. (2019). South African Generation Y students' attitude towards on-demand streaming services (Doctoral dissertation, North-West University (South Africa). Vanderbijlpark Campus).

Vitell, S. J., Nwachukwu, S. L., & Barnes, J. H. (2015). The effects of culture on ethical decision-making: An application of Hofstede's typology. Journal of business Ethics, 12(10), 753-760.

Vyomakesisri, T., Sonu, T., & Srikanth, D. (2020). POP Culture: Interaction of and Influence on the Youth. International Journal of English Literature and Social Sciences (IJELS), 5(1).

Wang, Z. D., & Wang, F. Y. (2021). Ternary Taiji models of the traditional Chinese self: centered on Confucian, Taoist, and Buddhist cultures. *Journal of Humanistic Psychology*, 00221678211016957.

Wayne, M. L. (2018). Netflix, Amazon, and branded television content in subscription video on-