

# **Understanding consumer behavior of purchase intention on OTT streaming services against digital piracy**

---

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in Tourism and  
Hospitality Management

Submitted to Jason Stienmetz

Claudia Mak

61903142

Vienna, 29 January 2023

## **Affidavit**

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

January 29, 2023

---

Date

---

Signature

## **Abstract**

This paper focuses on consumer behavior and its effect on over-the-top (OTT) streaming services and digital piracy. The main research problem is surrounded by the idea of how OTT streaming services can compete against the generation of digital piracy and retain their customers through purchase intention. This paper extends this idea through an extensive literature review where it mentions some consumer behaviors used to measure this research problem which are the theory of consumption values, ethics theory, and the three-component model of commitment. Additionally, there is a quantitative approach for testing the hypothesis through a questionnaire. The results show that there is a significance on purchase intention between OTT streaming services and digital piracy, perceived functional value and ethical behavior. Some recommendations are that OTT streaming services should focus on retaining their customers by attracting more emotional values, improving their functionality and increasing commitment toward the relationship between consumers and the platform. However, there is still further research that needs to be done on how certain OTT streaming services can compete against digital piracy.

**Key words:** OTT streaming services, digital piracy, purchase intention, behavior intentional scale