

# Factors Affecting Binge-Watching Motivations Among Filipino Viewers Across Streaming Platforms: An Integration of the Theory of Planned Behavior

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## ABSTRACT

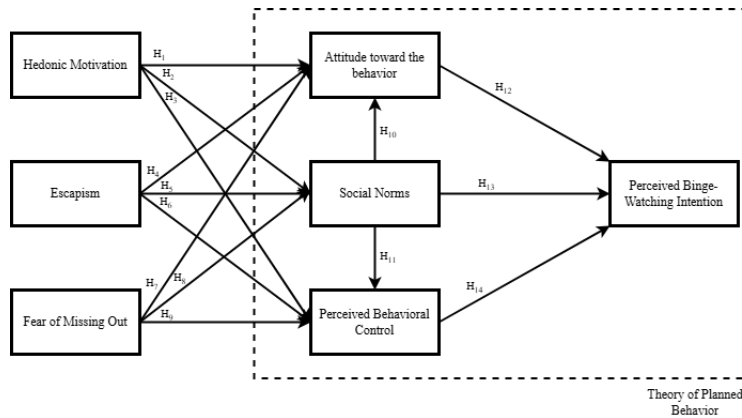
The rise of streaming platforms has contributed to the growing prevalence of binge-watching among Filipino viewers. This study aimed to investigate the key factors that influence binge-watching motivations among Filipino viewers across various streaming platforms. By integrating the Theory of Planned Behavior (TPB), the research examined how social norms, peer influence, attitudes, and perceived behavioral control influence individuals' intentions to binge-watch. Using Partial Least Squares Structural Equation Modeling (PLS-SEM), the study examined the relationships between motivational constructs, including hedonic motivations, escapism, and the fear of missing out (FOMO). Results revealed significant latent variables were hedonic motivation (HM), escapism (ES), fear of missing out (FM), attitude towards the behavior (ATB), social norms (SN), perceived behavioral control (PBC), and perceived binge-watching intentions (PBWI). Moreover, FM was identified as the most significant predictor of binge-watching intentions ( $\beta$ : 0.706;  $p$  = 0.000). The findings will provide a culturally grounded understanding of binge-watching behavior in the Philippine context, offering insights for media producers, platform developers, and behavioral researchers on the psychological and social drivers behind prolonged media consumption.

**Keywords:** Binge-watching, OTT, Streaming platforms, Theory of planned behavior, Partial least squares structural equation modeling

## INTRODUCTION

The rapid growth of Over-The-Top (OTT) platforms has transformed the entertainment industry by allowing viewers to access content anytime through streaming services such as Netflix and Amazon Prime Video. In the Philippines, demand for both local and international content has increased due to easier and prolonged access to streaming platforms (Statista, 2024). This shift from traditional television intensified during the COVID-19

lockdown, when streaming became a common coping mechanism that allowed individuals to escape pandemic-related restrictions (Blanco et al., 2022). As a result, binge-watching behavior increased, raising concerns about its effects on productivity, well-being, and daily routines (Paulus & Aziz, 2023). Prior studies have also linked binge-watching to procrastination and other negative behavioral outcomes (Suntharalingam, 2022).



**Figure 1:** Conceptual framework.

This study applies the Theory of Planned Behavior to examine how social, psychological, and behavioral factors influence binge-watching intentions among Filipino viewers. The proposed framework outlines the relationships among these variables, resulting in 14 hypotheses.

**Hypothesis 1 (H1):** Hedonic motivations have a significant relationship with the attitude toward behavior.

**Hypothesis 2 (H2):** Hedonic motivations have a significant relationship with social norms.

**Hypothesis 3 (H3):** Hedonic motivations have a significant relationship with perceived behavioral control.

**Hypothesis 4 (H4):** Escapism has a significant relationship with the attitude toward behavior.

**Hypothesis 5 (H5):** Escapism is significantly related to social norms.

**Hypothesis 6 (H6):** Escapism is significantly related to perceived behavioral control.

**Hypothesis 7 (H7):** Fear of missing out has a significant relationship with the attitude toward behavior.

**Hypothesis 8 (H8):** Fear of missing out has a significant relationship with social norms.

**Hypothesis 9 (H9):** Fear of missing out has a significant relationship with perceived behavioral control.

**Hypothesis 10 (H10):** Social norms have a significant direct relationship with the attitude toward behavior.

**Hypothesis 11 (H11):** Social norms have a significant direct relationship with perceived behavioral control.

**Hypothesis 12 (H12):** Attitude toward the behavior has a significant direct relationship with the perceived binge-watching intention.

**Hypothesis 13 (H13):** Social norms have a significant direct relationship with the perceived binge-watching intention

**Hypothesis 14 (H14):** Perceived behavioral control has a significant direct relationship with the perceived binge-watching intention.

## METHODOLOGIES

This study employed a quantitative design to examine binge-watching motivations among Filipino viewers. A total of 506 respondents who actively use streaming platforms were included in the analysis. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to test the relationships among variables due to its suitability for analyzing complex models with multiple latent constructs (Hair et al., 2021; Prasetyo et al., 2024).

**Table 1:** Profile of the respondents (N = 506).

Characteristics	Category	N	%
Age	18-28 years old	335	66.20%
	29-44 years old	71	14.00%
	45-60 years old	61	12.10%
	61-79 years old	39	7.70%
Region	Region I – Ilocos Region	13	2.60%
	Region II – Cagayan Valley	14	2.80%
	Region III – Central Luzon	56	11.10%
	National Capital Region (NCR)	208	41.10%
	Region IV A – CALABARZON	84	16.60%
	Region IV B – MIMAROPA	15	3.00%
	Region V – Bicol Region	17	3.40%
	Region VI – Western Visayas	8	1.60%
	Negros Island Region (NIR)	9	1.80%
	Region VII – Central Visayas	11	2.20%
	Region VIII – Eastern Visayas	8	1.60%
	Region IX – Zamboanga Peninsula	9	1.80%
	Region X - Northern Mindanao		
	Region XI - Davao Region	7	1.40%
	Region XII - SOCCSKSARGEN	8	1.60%
	Region XIII - CARAGA	10	2.00%
	CAR - Cordillera Administrative Region	7	1.40%
BARMM - Bangsamoro Autonomous Region In Muslim Mindanao	8	1.60%	
	14	2.80%	
Time Spent Watching	2 hours	114	22.50%
	3 hours	151	29.80%
	4 hours	119	23.50%
	5 or more hours	112	24.10%

(Continued)

**Table 1:** Continued.

Characteristics	Category	N	%
Genre Preference	Comedy	56	11.10%
	Horror	25	6.90%
	Action	82	16.20%
	Thriller	50	9.90%
	Drama	55	10.90%
	Mystery	33	6.50%
	Fantasy	42	8.30%
	Romantic Comedy	132	26.10%
	Other Genres	31	4.10%
Occupation	Employed	136	26.88%
	Unemployed	36	7.11%
	Self-employed	42	8.30%
	Student	268	52.96%
	Retired	21	4.15%
	Housewife	2	0.40%
	Part-time	1	0.20%
Civil Status	Single	381	75.30%
	Married	101	20.00%
	Widowed	13	2.60%
	Separated	11	2.20%
Number of Residents per Household	One	14	2.80%
	Two	54	10.70%
	Three	95	18.80%
	Four	152	30.00%
	Five	143	28.30%
	Six	21	4.20%
	Ten	10	2.00%
	Prefer not to Mention	17	3.20%

PLS-SEM was selected for its ability to examine relationships between latent variables and to handle non-normal data distributions (Hair et al., 2021; Prasetyo et al., 2024). This method is appropriate for analyzing complex models that integrate constructs such as hedonic motivation, escapism, fear of missing out, and behavioral intention within the TPB framework.

## RESULTS AND DISCUSSION

The initial SEM model (see Figure 2) was constructed using the proposed conceptual framework with seven latent variables and 35 indicators representing the 14 proposed hypotheses. The researchers eliminated insignificant hypotheses by setting path coefficients with p-values greater than 0.05 to 0.00 (Kurata et al., 2023). Thus, leading to the final SEM model (see Figure 3), which yielded an overall good fit. The model fit was measured using the Standardized Root Mean Square Residual (SRMR), yielding a value of 0.065, which falls within the threshold of 0.08 or lower (Al-Haj et al., 2024; Flayelle et al., 2018; Hu and Bentler, 1998; Marsall et al., 2024).

Another model fit index was the Normed Fit Index (NFI), which yielded 0.807, within the range of 0.80-0.90 (Cheng et al., 2023; Li et al., 2022).

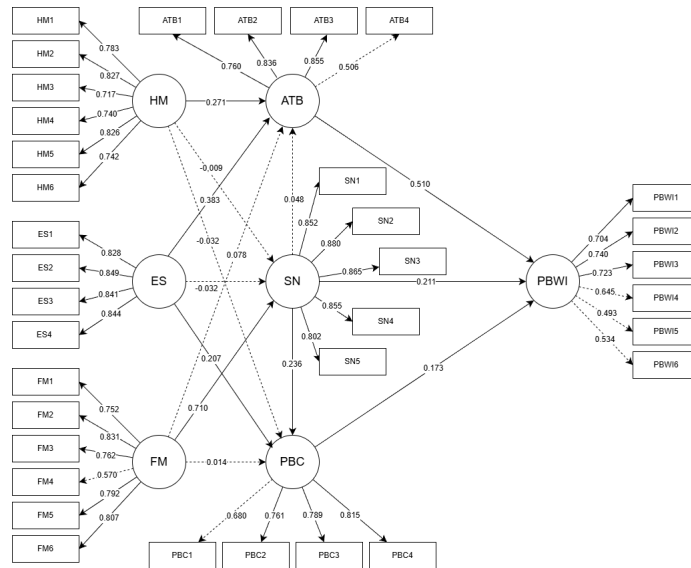


Figure 2: Initial SEM model.

Table 2: Model fit indices.

	Saturated Model	Estimated Model	Threshold	Reference
SRMR	0.065	0.068	<0.08	Hu and Bentler (1998)
d_ULS	1.951	2.148	-	-
D_G	0.521	0.527	-	-
Chi-square	1591.551	1597.493	-	-
NFI	0.807	0.806	0.80 – 0.90	Cheng et al. (2023)

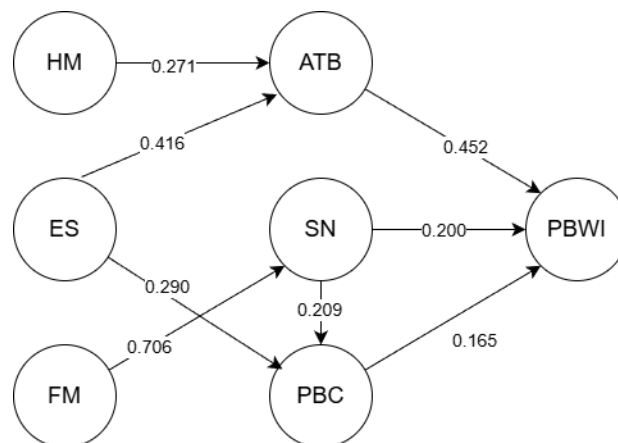


Figure 3: Final SEM model.

Arof et al. (2018) found that the range of reliability and its coefficient of Cronbach's Alpha are that 0.70 - 0.79 is an acceptable reliability level, while 0.80 - 0.89 is a good reliability level, and greater than 0.90 is an excellent reliability level. Moreover, the Cronbach's Alpha (see Table 3) falls within the acceptable-to-good reliability range (Roquid et al., 2025).

The study used two criteria to determine discriminant validity: the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT). The Fornell-Larcker criterion (see Table 4) demonstrates discriminant validity when the square root of the average variance extracted (AVE) for each variable is greater than the correlations between that variable and any other variable in the model (Da Silva et al., 2024). As shown in Table 4, the square roots of the AVEs are all greater than their correlations with the other latent variables, indicating discriminant validity. Roemer et al. (2021) stated that HTMT has a recommended threshold of 0.85, and all of the researchers' HTMT values (Table 5) are below this threshold, which supports their data.

**Table 3:** Construct reliability and validity.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
ATB	0.786	0.794	0.875	0.701
ES	0.861	0.862	0.906	0.706
FM	0.860	0.873	0.898	0.639
HM	0.865	0.870	0.899	0.599
PBC	0.746	0.755	0.855	0.662
PBWI	0.723	0.731	0.827	0.545
SN	0.905	0.907	0.929	0.724

**Table 4:** Fornell-Larcker criterion.

	ATB	ES	FM	HM	PBC	PBWI	SN
ATB	0.838						
ES	0.601	0.840					
FM	0.220	0.288	0.800				
HM	0.556	0.684	0.200	0.774			
PBC	0.330	0.331	0.220	0.256	0.814		
PBWI	0.540	0.446	0.317	0.393	0.368	0.738	
SN	0.165	0.196	0.706	0.139	0.266	0.319	0.851

**Table 5:** Heterotrait-Monotrait ratio.

	ATB	ES	FM	HM	PBC	PBWI	SN
ATB							
ES	0.728						
FM	0.279	0.354					
HM	0.667	0.790	0.259				
PBC	0.420	0.408	0.271	0.302			
PBWI	0.703	0.558	0.412	0.492	0.488		
SN	0.199	0.223	0.782	0.164	0.325	0.406	

All the proposed factors were significant to the perceived binge-watching intention (PBWI) of Filipino viewers: Fear of Missing Out ( $\beta$ : 0.706,  $p = 0.000$ ), Escapism ( $\beta$ : 0.416,  $p = 0.000$ ), and Hedonic Motivations ( $\beta$ : 0.271,  $p = 0.000$ ) as seen in Figure 3, represented by the path coefficients and beta values. Fear of Missing Out (FM) was identified as the most significant factor in Filipino viewers' perceived intention to binge-watch. The results showed that FM is a key driver of binge-watching, as individuals fear that others are enjoying media without them, prompting faster media consumption (Ort et al., 2020).

Second, Attitude Towards Behavior (ATB) has a significant effect on PBWI ( $\beta$ : 0.452,  $p = 0.000$ ). According to Aytas and Topatan (2024), younger individuals and those who are unemployed or have never worked showed a more positive attitude towards binge-watching. Third, Escapism (ES) directly affects ATB ( $\beta$ : 0.416,  $p = 0.000$ ). Sun and Chang (2021) pointed out that using media as a coping mechanism to avoid negative emotions can reinforce a positive ATB.

Fourth, ES also directly affects PBC ( $\beta$ : 0.290,  $p = 0.000$ ). Castro et al. (2021) observed that participants were only moderately aware of how much time they spent binge-watching, indicating fluctuating control depending on their level of immersion. Fifth, Hedonic Motivation (HM) significantly affects ATB ( $\beta$ : 0.271,  $p = 0.000$ ). Ong et al. (2023) found that people find interactive entertainment fun, enjoyable, and highly engaging. As explained in their study, when people's expectations for an activity are met, they are entertained.

Sixth, Social Norms (SN) has the third-lowest significant effect on PBC ( $\beta$ : 0.209,  $p = 0.000$ ). Li et al. (2022) found that social norms often stem from social influence, where pressure to keep up with peers creates a sense of belonging. Seventh, SN has the second-lowest effect on PBWI ( $\beta$ : 0.200,  $p = 0.000$ ). Pittman and Steiner (2021) found that binge-watching can foster social bonding as part of its benefits. The findings also aligned with one of their concepts, "feast-watching," in which binge-watching is an intentional activity used to reward oneself, gain social benefits, and experience gratification.

Lastly, Perceived Behavioral Control (PBC) has the lowest significant effect on the PBWI of Filipino viewers ( $\beta = 0.165$ ,  $p = 0.000$ ). Starosta et al. (2021) found that if the action is not premeditated, then there would be negative consequences.

## CONCLUSION

This shows that although viewers desire to keep up with others, their sense of control over how often they watch has less impact on their intentions. Binge-watching may seem easy and convenient, but this feeling of control is weaker than the pressure to stay updated. This research highlights that a loss of control is often rooted in internal struggles, such as impulsivity, rather than in external factors alone, such as enjoyment or social pressure. Starosta et al. (2021) note that emotional regulation is a primary predictor of problematic binge-watching. Furthermore, highly engaging content can cause viewers to lose track of time, which aligns with Castro et al.'s [2021] findings that reduced self-regulation occurs when individuals are deeply immersed in a show.

The study also clarifies that personal motivations, such as pleasure and escapism, operate at the individual level and do not necessarily shape a group's collective social norms. Athari et al. (2024) explain that individuals often use escapism to withdraw from social stressors rather than to build or conform to social expectations. For many Filipino viewers, the act of binge-watching is driven more by a desire to share common interests with family and friends than by a strictly personal attitude toward the behavior itself. While personal enjoyment is certainly part of the equation, the cultural value placed on shared experiences remains a much more significant engine for sustaining long viewing sessions.

Since binge-watching often becomes habitual, there are several practical ways for viewers to manage their consumption more effectively. Because people frequently use streaming to relieve stress, platform designers could introduce features such as optional playback timers or wellness reminders to help users stay aware of their viewing time. Pittman and Steiner (2021) suggest that while viewers can plan their time, they often lose track of those goals once the behavior becomes unmonitored. For younger viewers who are particularly influenced by their peers, establishing shared social norms, such as viewing schedules or agreements to avoid spoilers, can turn media consumption into a coordinated activity that respects both social needs and personal responsibilities (Taber et al., 2023).

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