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Binge-Watching during COVID-19: Motives and Consequences of Netflix Binge-Watching as a Media Consumption Behavior

Nada Eman^{1*} and Ahmed Ghazal²

¹Department of Marketing and International Business, Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt; and ²Department of Media Management, Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt.

*Correspondence: nadaeman@hotmail.com (Nada Eman, Lecturer, Department of Marketing and International Business, Arab Academy for Science, Technology and Maritime Transport, Alexandria, Egypt).

ABSTRACT

This study evaluates Egyptian Netflix members' binge-watching tendencies during the COVID-19 pandemic. Binge-watching has been studied internationally, although Egypt and the Middle East are understudied. 340 Egyptian Netflix members were surveyed online. The research examined binge-watching causes and consequences during the COVID-19 epidemic. Boredom and relaxation were why Egyptians binge-watched Netflix throughout the epidemic. Lockdowns and idle periods increased binge-watching. Users reported squandered time and loneliness from binge-watching. This study illuminates Egyptian Netflix members' COVID-19-related binge-watching. The findings show that binge-watching may reduce stress and social isolation and squander time and loneliness. This study expands our understanding of Middle Eastern media habits and emphasizes the necessity for localized binge-watching studies.

Keywords: Binge-watching, Netflix, Consumer behavior, Media management, and Gratification theory.

INTRODUCTION:

Technology advancements like smart TVs and big-screen smartphones have caused major shifts in media consumption. Netflix, Hulu, HBO, Paramount Plus, Disney Plus, Shahid, and Watch It is just some streaming media services that have changed how consumers watch high-end Television. Binge-viewing, or watching numerous episodes in a row without taking breaks, has become a common way of consuming media in recent years. The global Covid-19 outbreak and accompanying lockdowns have increased the need for home entertainment, which may promote binge-watching. Researchers have looked into people's viewing patterns throughout the epidemic (Dixit *et al.*,

2020; Rahman and Arif, 2021; Sigre-Leirós *et al.*, 2022), but they have paid little attention to the Middle East or Egypt in particular.

The concept of binge-watching lacks a standard definition, with differing opinions on whether it is defined by the amount of time spent ingesting episodes or the number of episodes viewed (Flayelle *et al.*, 2020; Pierce-Grove, 2021). Researchers have taken an interest in the causes and effects of binge viewing, using theories like uses and gratifications to inquire into what compels people to engage in such activity. Prior studies have uncovered reasons including seeking diversion, unwinding, escaping reality, and coping with isolation (Pittman & Sheehan, 2015; Steiner and

Xu, 2020). However, more investigation into these factors is required. Binge viewing has also been the subject of research, but mostly from a psychological vantage point, with both good and negative impacts highlighted (Al-Shehari *et al.*, 2023; Perks, 2019; Tefertiller and Maxwell, 2018).

This study seeks to fill a void in the literature by investigating the binge-watching habits of Egyptian audiences during the Covid-19 era, with a particular emphasis on Netflix as a prominent streaming platform. The company is ripe for analysis with so many movies, TV episodes, and documentaries available on Netflix (Netflix, Inc., 2021). Netflix's impact on the media industry has been substantial because of its pioneered VOD model and original content (Jenner, 2016; Lotz, 2014). Binge-watching has become more popular due to the simultaneous release of many episodes or seasons and viewers' ability to absorb information at their speed. This study aims to provide light on the changes in user behavior among Egyptian Netflix members during the Covid-19 epidemic since a dearth of research has been devoted to this topic. The study's overarching goals are (1) to add to the growing body of binge-watching literature and (2) to give useful insight to media companies like Netflix on their viewers' viewing habits and behaviours. The research will also provide insight into how the epidemic has affected binge-watching habits, both positively and negatively. A thorough comprehension of binge-watching behaviour among Egyptian audiences will be attained by examining research questions related to the definition of binge-watching, media consumption mediums, time spent binge-watching, frequency of binge-watching, motivations, and negative impacts.

Literature Review and Hypothesis Development

There are obstacles to the growth of knowledge in this field due to the absence of a universally accepted definition of binge viewing. Scholars have offered a variety of indicators, material descriptions, and viewing patterns to describe binge-watching (Flayelle *et al.*, 2020). However, the Episode, rather than the duration of the episodes, is what Pierce-Grove, (2021) claims to be the unit of binge-watching (Pierce-Grove, 2021). According to previous studies, over 61% of internet viewers often binge-watch by viewing several episodes in a single sitting (Spangler, 2013). Another UniversePG | www.universepg.com

term for the practice of watching numerous episodes of a short series or a single big episode in rapid succession is "heavy media consumption," which Panda and Pandey, (2017) define as "binge-watching." Watching many episodes of the same program in rapid succession, as described by other researchers (Perks, 2014; Petersen, 2016). Binge viewing is a relatively recent consumer activity, and academics have worked to identify and comprehend its breadth and consequences. Binge-watching is defined by Rubenking and Bracken, (2020) as "Long periods of focused, deliberate viewing of sequential television content that is generally narrative, suspenseful, and dramatic in nature"(Rubenking & Bracken, 2021). According to this definition (Ofcom, 2020), "binge-watching" refers to watching many episodes of a show or movie in a single sitting and requires high focus and attention. These characteristics define binge-watching and set it apart from other forms of television consumption, like scheduled programming.

"Serial viewing" describes watching a whole TV season over many days. This trend in media consumption is strongly linked to the serialized narrative structure that has revolutionized how we consume media today (O'Sullivan, 2019). The serialization model is increasingly common in today's media productions, which uses time gaps between episodes to build tension and expectation. Serial viewing is an approach that combines the best features of both binge-watching and scheduled viewing. Popular shows like House of Cards illustrate how serial watching is encouraged on streaming services like Netflix because of the emphasis on character growth throughout several episodes and seasons (McCormick, 2016). Conversely, conventional watching is when you watch a show or movie at a certain time and place, such as during a broadcast or by appointment. Binge-watching may be distinguished from other kinds of television consumption because viewers can choose the pace and duration of their viewing sessions.

Motivations for Binge-watching: Uses and Gratification Theory

Binge-watching behaviour has recently attracted academic attention because of the possibility of applying the uses and gratification theory (U&G). The U&G theory gives a solid foundation for analyzing why

people watch certain types of media (Potter, 2012). Using U&G theory, prior studies were able to isolate the many distinct values and motivations that drive binge viewers. Pittman and Sheehan, (2015) found that relaxation, involvement, hedonism, and aesthetics are key to binge viewing (Pittman & Sheehan, 2015). Steiner and Xu, (2020) examined the use of U&G theory in the context of binge-watching, and they discovered motives include catching up, unwinding, finishing something, feeling a part of a community, experiencing something new culturally, and bettering the viewing experience (Steiner & Xu, 2020). Explanations, including chilling out, assassination time, and escaping reality, have been further substantiated by the research of (Castro *et al.*, 2021). However, this earlier research has not thoroughly studied and rated the reasons driving binge-watching habits, especially during the Covid-19 era and in the Middle Eastern environment.

Furthermore, binge-watching may be studied from several angles. Some studies have pointed out the potential for addictive behavior like gaming disorder while binge-watching. Still, another study has revealed that it is a good and interesting way to spend free time. The fascinating nature of binge-watching as a habit contributes to this negative outcome since it might cause some challenges in regulating the amount of binge-watching.

Consequences of Binge-Watching

Recent events, such as the COVID-19 outbreak, have piqued experts' interest in the phenomena of binge viewing. Binge viewing is more common among young individuals, who are more likely to suffer from behavioral addictions. Several possible explanations exist, including the increased risk of drug dependency and the longer period spent adjusting to new work settings during the pandemic (De Feijter *et al.*, 2016). Flayelle *et al.* (2020) looked at 24 research focusing on binge-watching in the classroom in a comprehensive literature assessment. Insomnia, weariness, poor diet, lack of exercise, fewer friends, and even addiction have all been linked to binge viewing in scientific research (Flayelle *et al.*, 2020). However, the review noted that binge-watching might enhance viewers' appreciation, immersion in the story, and emotional connection to the characters. It was discovered that

binge viewers have greater parasocial bonds with the show's protagonists and antagonists. As a result of the freedom viewers has in deciding when, where, and how quickly to consume media, binge-watching has been linked to positive outcomes like satisfaction, passion, and well-being (Rubenking & Bracken, 2021; Tukachinsky & Eyal, 2018).

Media consumption behaviour

Many researchers have studied habits related to media consumption (Adams, 2000). The significance of habit in understanding binge-watching behaviour has been investigated in previous studies by (Rubenking & Bracken, 2021; Walton-Pattison *et al.*, 2018). While many people's binge-watching habits begin as conscious, goal-oriented actions, lapses in self-control may lead to unwanted consequences (Flayelle *et al.*, 2020; Riddle *et al.*, 2018). This research, however, is concerned only with the addictive qualities of binge viewing and not its practical applications. Academics have also studied the connection between binge viewing-and stories. Anghelcev *et al.* (2021) found that binge-watching, as evaluated by viewing frequency, session duration, and pleasure, was positively correlated with the ability to be transported by stories (Anghelcev *et al.*, 2021). When viewers get emotionally invested in the fictional world of a program, they are said to have experienced "narrative transportation" (Green *et al.*, 2004). According to Jenner, (2016) in the context of more complicated plots, audience control over scheduling improved viewers' enjoyment of the fourth season of Arrested Development comedy (Jenner, 2016). As a storytelling device, Netflix often uses cliffhangers when an episode ends on an intriguing note, leaving viewers wanting more. One may argue that this method has encouraged the rise of binge-watching "(Mittell, 2015).

Research Hypothesis

- H1: females tend to binge-watch Netflix series for longer duration in Egypt.
- H2: laptops are the largest number of medium male, and female users used to binge-watch Netflix series in Egypt.
- H3: Users binge-watch more after Covid-19 in Egypt.

- H4: Most Users consider 3 episodes or more as binge-watching in Egypt.
- H5: The majority of users binge-watch more during weekends in Egypt.
- H6: friends and peers are the most influential users to binge-watch in Egypt.

METHODOLOGY:

The literature review revealed that the Uses and Gratification (U&G) theory is the most appropriate framework for examining binge-watching in Egypt, including binge-watching motivations and the pros and cons of binge-watching on digital streaming platforms like Netflix. Previous studies by Pittman, (2015) and Maurage *et al.*, (2020) using the U&G theory to explain why people binge-watch on Netflix for reasons like relieving stress, seeking entertainment, spending time with friends, and so on lend credence to this selection (Maurage *et al.*, 2020; Pittman & Sheehan, 2015). The U&G theory was chosen since Elihu Katz introduced it in the 1970s and may provide light on how audiences consume various types of media to meet their requirements. In recent decades, the theory of uses and pleasure has broadened to include the study of why people engage with digital media in addition to more conventional forms of mass communication (Kim, 2018). Yengin and Kinay, (2016) used the U&G theory to investigate why people binge-watch on Netflix (Yengin & Kinay, 2016). They found that people do so to satisfy needs for social connection, release from stress and boredom, and escape. The U&G hypothesis has also been used in other research to investigate the motivations of binge-watchers, such as those by (Nordling, 2015). This study is descriptive, and its methodology consists mostly of self-administered questionnaires for collecting cross-sectional data. This method is useful for surveying a defined population to learn more about a novel occurrence (Saunders *et al.*, 2007). The gathered data will contain details regarding the sample's demographics, the participants' binge-viewing reasons, and the outcomes of binge-viewing.

Table 1: Demographic distribution of respondents.

Variables	Options	(%)
Gender	Male	44.09%
	Female	55.91%

Sampling

Data from Egyptian Netflix binge-watchers during the COVID-19 outbreak was collected using a convenience sample strategy. Participants were recruited using social media, mostly Facebook, and an online survey was used to obtain the required information. Roughly 3,000 users of Facebook made up the sample frame. Simple Facebook message discussion helped find 607 binge-watchers, 545 eagere to complete the study. The online poll had a response rate of 76%, with 419 people responding to the survey. In research projects, a response rate above 60% is considered adequate (Fincham, 2008).

Statistical analyses

SPSS version 23 was used to analyze the data for this investigation. 400 surveys were sent out to Netflix subscribers, and 340 were returned for analysis for a response rate of 85%, by following (Bryman, 2003), states that a response rate of 60% or above indicates adequate involvement.

RESULTS AND DISCUSSION:

Sample characteristics

Socio-demographic factors from the respondents' questionnaires were used to characterize the sample. This made it possible to divide the sample along key characteristics, such as age, Gender, income, level of education, and Netflix membership. Questions on how long respondents stayed and why they used Netflix were included to offer more context about the sample demographics. The demographics of the study's participants are shown in **Table 1**. According to the statistics, 54.09% of respondents were male, and 55.91% were female. Regarding the age distribution of respondents, 31.82 percent were between the ages of 30 and 34, 22.73% between the ages of 35 and 39, and 13.18 percent were between the ages of 20 and 24. 20% of those polled were students, 68.64% were working professionals, and 11.36% were jobless. In addition, 64% of respondents said they had their own Netflix account, while the rest said they borrowed or borrowed from friends, relatives, or coworkers.

Age range	Less than 20 years	10.00%
	20-24 year	13.18%
	25-29 year	12.73%
	30-34 year	31.82%
	35-39 year	22.73%
	40-44 year	5.45%
	45-49 year	2.27%
	50-54 year	1.82%
Profession	Student	20.00%
	Working professional	68.64%
	Unemployed	11.36%
Ownership of Netflix subscription	Users' account subscription	64%
	Subscriptions from the accounts of users' friends, family members and Colleagues	36%

Devices used for nonstop Netflix consumption or binge watching

According to the research questions, this research aims to determine the devices used by Netflix users while binge-watching. This was illustrated in research question one:

RQ1: Which mediums (TV, phones, tablets, etc.) are mostly used according to different genders and ages?

Tables 2 and 3 respond to Query 1, which inquired about respondents' favourite devices for watching Netflix. According to the data, watching Netflix on Television is the most common method, which 45% of respondents preferred. With a use rate of 31.2%, smart phones are the second most popular gadget, followed

by laptops, with a usage rate of 15.6%. If we break down the statistics by Gender, we find that 57.14 percent of TV viewers are female and 42.8 percent are male. Regarding smartphone ownership, women outnumber men by a margin of 50.94% to 49.06%. These results imply that over half of the sample's Netflix users like utilizing their televisions for binge-viewing. This might be because of Netflix's widespread availability and the proliferation of internet-connected televisions. Thus, TV providers should consider making internet streaming services like Netflix a key medium. The fact that more and more people are using their phones to watch Netflix proves that technical progress and smartphone screen size are positively correlated.

Table 2: Mediums Used for Netflix Consumption according to Gender.

Variable	Option	*%	Gender		Total
			Male	Female	
Mediums	Smartphone	Count	52	54	106
		% within \$medium	49.06	50.94	31.2
	Laptop	Count	20	33	53
		% within \$medium	37.73	62.26	15.60%
	PC	Count	1	1	2
		% within \$medium	50	50	0.60%
	TV	Count	66	88	154
		% within \$medium	42.85	57.14	0.45
	Tablet	Count	6	19	25
		% within \$medium	24	76.00	0.07
Total		Count	97	124	221

Note(s): *Multiple responses were present Source(s): Online survey

Percentages and totals are based on respondents.

Moreover, this study discusses a relatively new topic in Egypt, it aims to understand how users tend to binge-watch before the COVID-19 crisis to gather

insight into the pattern of binge-watching. Hence, the second research question is:

RQ2: How long did users binge-watch before the COVID-19 crisis (according to age, Gender and profession)?

Table 3 displays gender-based Netflix media consumption patterns in the study population before the spread of COVID-19. While just 42.1% of males regularly utilize Netflix, 57.3% of women do. Most men (77.3%) and women (66%) watched several episodes simultaneously. The same percentage of males and females watched 45-minute shows. In each session, male respondents averaged 2.39 episodes (i) and 42.2 min (e) of binge-watching. A male respondent would spend 391.32904 min per week binge-watching Netflix if he watched for 130.82 min each day, 3.8 days per week (w). Assuming a four-week month before COVID-19, men spent 1565.31016 min, or 26.08 hours, binge viewing. On average, women who

binge-watched TV shows spent 41.5 minutes each session or 2.66 episodes. A female respondent who averaged 132.8 minutes of Netflix viewing time daily would spend 433.83 minutes each week, or 3.93 days per week (w). Assuming a four-week month before COVID-19, women spent an average of 28.9 hours per month binge-watching Television. Egyptian women are somewhat more likely to binge-watch Netflix than males. Given these findings, Netflix's content may be skewed toward female viewers. Since some viewers may find an hour-long episode too lengthy and others may find a 22-minute episode too short, the researchers concluded that an internet streaming program's optimal Length is 45 minutes.

Table 3: Netflix binge-watching Before COVID-19 according to Gender.

Parameters	Option	Male		Female	
		(%)	X ⁻	(%)	X ⁻
Weekly usage (days per week)	Never	2.40	3.88	3.20	3.93
	1 time per day	5.20		5.60	
	2 times per week	22.50		9.70	
	3-4 times per week	42.10		57.30	
	5-6 times per week	27.80		24.20	
Level of binge-watching (episodes in one sitting)	less than 1	3.2	2.39	2.4	2.66
	1-3	77.3		66	
	3-5	12.4		21	
	7-9	4.1		5	
	9-11	1		0.8	
	11-13	1		1.6	
	13-15	1		3.2	
	more than 15	0		0	
Approximate Length of episodes watched (minutes)	22	17.5	42.2	19.3	41.5
	45	74.2		74.2	
	60	8.3		6.5	

Age group and binge-watching

Table 4 shows Netflix media usage metrics before COVID-19 by target sample age group. The 25-29 age bracket binge-watched Netflix the most, averaging 29.1 hours per month. With 28.99 hours each month, 30-34-year-olds followed. The 20-24 age bracket binge-watched Netflix the least, averaging 21.81 hours

per month. Compared to other age groups, Netflix binge-watchers under 24 spend fewer hours each month. Netflix should consider the material for 25-29, 30-34, and 35-39-year-olds, even if there is little variation between them. Netflix should consider generating content for under-24s to meet their watching needs better.

Table 4: Netflix binge-watching according to Gender.

Parameters	Option	Less than 20		20-24		25-29		30-34		35-39
		(%)	X ⁻	(%)	X ⁻	(%)	X ⁻	(%)	X ⁻	(%)
Weekly usage (days per week)	Never	0.00	4.04	0.00	3.2	0.00	4.07	1.40	3.9	6.00
	1 time per day	4.50		10.30		3.60		1.40		4.00
	2 times per week	27.30		13.80		10.70		18.60		12.00

	3-4 times per week	27.30		55.20		60.70		54.30		52.00
	5-6 times per week	40.90		20.70		25.00		24.30		26.00
Level of binge-watching (episodes in one sitting)	Less than 1	9.2	2.5	3.4	2.4	0	2.392	1.4	2.7	0
	1-3	72.7		75.9		67.80		67.1		80
	3-5	4.5		10.4		28.50		18.6		14
	5-7	9.1		0		3.60		5.7		0
	7-9					0.00		2.9		2
	9-11	4.5		3.4		0.00		1.4		0
	11-13	0		0		0		2.9		2
	13-15	0		0		0		0		0
	more than 15	0		6.9		0		0		2
Approximate Length of episodes watched (minutes)	22	18.2	42.9	18.4	42.6	7.1	45.5	20	41.3	26
	45	68.2		75.7		78.6		74.3		70
	60	13.6		5.9		14.3		5.7		4
binge watching in minutes		107.25			102.2		108.7		111.5	
binge watching min/week	45.5	433.3			327.2		442.6		434.9	
binge watching min/month		1733			1309		1770		1740	
binge watching monthly hours		28.89			21.81		29.51		28.99	

Binge-watching and demographic characteristics

The duration of Netflix binges on age, Gender, and profession is analyzed here. This study examines these factors to see whether and how they impact the binge-watching course of different demographic groups

RQ3: How long do users binge-watch (according to different age ranges, Gender and professions)?

Table 5 shows Netflix consumption statistics from

age-specific COVID-19 research. The research shows 25-29-year-olds binge-watch 114.7 hours each month. 20-to-24-year-olds watched 108.9 hours each month. 36-39-year-olds binge-watched 97.19 hours each month. These data show how binge-watching habits differ across generations, illustrating why age is important in analyzing post-COVID-19 Netflix media consumption patterns.

Table 5: Netflix binge-watching after COVID-19 according to Gender.

Parameters	Option	Less than 20		20-24		25-29		30-34		35-39	
		(%)	X ⁻	(%)	X ⁻	(%)	X ⁻	(%)	X ⁻	(%)	X ⁻
Weekly usage (days per week)	Never	0.00	5.3	0.00	5.4828	0.00	5.4643	0.00	5.3	0.00	5.2
	1 time per day	0.00		0.00		0.00		0.00		0.00	
	2 times per week	0.00		0		0		0		0	
	3-4 times per week	31.80		48.30		46.40		38.60		22.00	
	5-6 times per week	68.20		51.70		53.60		61.40		78.00	
Level of binge-watching (episodes in one sitting)	less than 1	0	6.9	0	7.1034	0	7.0	0	7.1	0	7.0800
	1-3	0		0		0.00		0		0	
	3-5	0		0		0.00		0		0	
	5-Jul	0		0		0.00		0		0	
	7-Sep	0		0		0.00		0		0	
	9-Nov	9.1		3.4		0.00		1.4		0	
	11-13	86.4		89.7		100		91.4		0	
	13-15	4.5		6.9		0		2.9		96	

	more than 15	0		0		0		4.3		4	
Approximate Length of Episodes watched (minutes)	22	18.2	42.8	17.2	42.5862	7.1	45.5	20	41.2	26	39.6
	45	68.2		72.4		78.6		74.3		70	
	60	13.6		10.3		14.3		5.7		4	
Binge-watching in minutes		296.01			302.5		318.5		293.2		280.4
Binge watching min/week	45.5	1568.853			1633		1720		1554		1458
Binge-watching min/month.		6275.412			6533		6880		6216		5832
Binge-watching monthly hours		104.5902			108.9		114.7		103.6		97.19

Table 6 shows Netflix media consumption following COVID-19 by target sample occupation. Unemployed respondents binge-watched the most, 103.3 hours per month students binge-watched 99.16 hours each mon-

th. These findings show that jobless and student Netflix binge-watchers have more time. This emphasizes the role of occupation in post-COVID-19 Netflix media consumption.

Table 6: Netflix binge-watching after COVID-19 according to Profession.

Parameters	Option	Student		working professional		unemployed	
		(%)	X̄	(%)	X̄	(%)	X̄
Weekly usage (days per week)	Never	0.00	5.0	0.00	5	0.00	5.2000
	1 time per day	0.00		0.00		0.00	
	2 times per week	0.00		0.00		0.00	
	3-4 times per week	38.60		37.50		20.00	
	5-6 times per week	61.40		62.50		80.00	
Level of binge-watching (episodes in one sitting)	less than 1	0	7.05	2	6.033	0	7.16
	1-Mar	0		73		0	
	3-5	0		19.1		0	
	7-9	0		2.6		0	
	9-11	6.8		2		0	
	Nov-13	86.4		94.7		92	
	13-15	2.3		1.3		0	
	more than 15	4.5		2		8	
Approximate Length of episodes watched (minutes)	22	18.2	42.5	18.4	41.6	20	41.6
	45	70.5		75.7		72	
	60	11.4		5.9		8	
binge watching in minutes		297.50		250.85			297.9
binge watching min/week		1487.5		1254.2			1549
binge watching min/month		5950		5017			6195
binge watching monthly hours		99.1666667		83.616			103.3

Table 7 shows the correlations between several metrics and Netflix use across the sample demo-graphics after COVID-19. Male respondents reported a greater

average monthly binge viewing time (105.8657333 hours) than female respondents (102.64 hours).

Table 7: Netflix binge-watching after according to Gender.

Parameters	Option	Male		Female	
		(%)	X̄	(%)	X̄
Weekly usage (days per week)	Never	0.00	5.3196	0.00	5.3871

	1 time per day	0.00		0.00	
	2 times per week	0.00		0.00	
	3-4 times per week	32.00		38.10	
	5-6 times per week	68.00		61.30	
Level of binge-watching (episodes in one sitting)	less than 1	0	7.01	0	7.081
	1-3	0		0	
	3-5	0		0	
	7-9	0		0	
	9-11	3.1		0	
	11-13	93.8		91.9	
	13-15	2.1		0.8	
	more than 15	1		4.8	
Approximate Length of episodes watched (minutes)	22	17.5	42.2062	19.4	41.5161
	45	74.2		74.2	
	60	8.3		6.5	
binge watching in minutes	299.62			290.5	
binge watching min/week	1587.986			1539.7	
binge watching min/month	6351.944			6158.6	
binge watching monthly hours	105.8657333			102.64	

RQ4: What are the most common motives for binge-watching among different age ranges, Gender and profession?

Table 8 shows the gender-specific motivations for Netflix binge-watching. The most common cause for male respondents was "feeling bored" (M=4.1, SD=.7)

followed by "I start binge-watching to help me relax" (M=3.8, SD=.9). "Feeling bored" was the top reason for female binge-watchers (M=4.2, SD=.9), followed by "I start binge-watching to help me relax" (M=3.9, SD=.1). These results show that both men and women binge-watch Netflix to relax and kill time.

Table 8: Common motives of binge-watching according to Gender.

Variable	Option	Gender			
		Male		Female	
		M	SD	M	SD
Motives	"I start binge-watching when I feel depressed or sad about something."	3.5	1.0	3.7	1.2
	"I start binge-watching when I feel bored."	4.1	0.7	4.2	0.9
	"I start binge-watching to help me relax."	3.8	0.9	3.9	1.0
	"I start to binge watching to help me rest."	3.7	1.0	3.8	1.1
	"I start binge-watching to escape from my current problems."	3.5	1.2	3.6	1.2
	"I binge-watch because it helps me to not think about my problems or stress for that moment."	3.3	1.25737	3.7	1.2

Table 9: Common motives for binge-watching according to age.

Variable	Option	Age															
		Less than 20		20-24		25-29		30-34		35-39		40-44		45-49		50-54	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Motives	"I start binge watching when I feel depressed or sad about something."	4.1	0.6	3.8	1.2	3.5	1.3	3.7	1.2	3.4	1.2	3.2	0.7	3.0	1.2	2.8	1.5
	"I start binge watching when I feel bored."	4.4	0.5	4.6	0.7	4.2	0.8	4.1	0.8	4.1	0.9	3.5	1.1	4.4	0.9	4.0	0.8
	"I start binge watching to help me relax"	4.0	0.7	3.9	1.1	3.7	1.3	3.9	0.9	3.6	1.0	3.8	1.2	4.0	0.7	3.5	1.0

"I start binge watching to help me rest"	4.0	0.7	3.8	1.3	3.7	1.2	3.9	1.0	3.6	1.1	3.8	0.9	3.8	1.1	3.0	1.2
"I start binge watching to escape from my current problems"	3.9	0.8	3.7	1.4	3.6	1.4	3.6	1.2	3.3	1.1	3.2	0.9	2.8	1.8	3.0	0.8
"I binge-watch because it helps me to not think about my problems or stress for that moment."	3.5	0.8	4.0	1.2	3.5	1.4	3.7	1.3	3.2	1.2	3.2	1.1	3.2	1.5	3.3	1.0

Table 9 lists Netflix binge-watching motivators by age. We provide mean (M) and standard deviation (SD) ratings by age group. "Feeling bored" is the top cause for binge-watching across all ages. Respondents grade this reasoning from 4.1 to 4.6. "Beginning binge-watching to help relax" received 3.7-4.1 ratings. Emotional motives, including being dissatisfied, depressed, or wanting to escape stress or tough situations, were also modestly scored across age groups. These reasons are usually rated lower than avoiding boredom.

Table 10 shows why different vocations binge-watch Netflix. M and SD ratings are provided for each work. "Feeling bored" is the top cause for binge-watching across all disciplines. The high average score of 4.5 for this motivator implies individuals want to watch Netflix to alleviate boredom. "Starting binge-watching to help relax" was reasonably graded (3.8-4.0), showing that respondents from many vocations use Netflix to relax. Depression, sadness, and stress avoidance were rated lower than boredom. They scored 3.4-3.9 across industries.

Table 10: Common motives of binge-watching according to the profession.

Variable	Option	Profession					
		Student		working\professional		unemployed	
		M	SD	M	SD	M	SD
Motives	"I start binge-watching when I feel depressed or sad about something."	3.9	0.9	3.5	1.2	3.8	1.2
	"I start binge-watching when I feel bored."	4.5	0.6	4.1	0.9	4.2	0.7
	"I start binge-watching to help me relax."	4.0	0.9	3.8	1.0	3.9	0.8
	"I start to binge watching to help me rest."	3.9	1.0	3.7	1.1	3.9	1.1
	"I start binge-watching to escape from my current problems."	3.7	1.1	3.4	1.3	3.8	1.1
	"I binge-watch because it helps me to not think about my problems or stress for that moment."	3.7	1.0	3.4	1.3	3.9	1.2
	"I binge-watch because I don't want to think about my problems or do the job I am supposed to do."	3.4	1.1	3.1	1.3	3.6	1.2

RQ5: What are the factors influencing Netflix usage? According to Gender, age and profession?

Table 11 shows gender-specific Netflix usage factors. The Table shows the total number of respondents and their gender distribution. Netflix usage was driven by the diversity of shows (45.6% of male respondents)

and the urge to relieve boredom (39%). Other factors affected their Netflix-watching habits, including social pressure (37.3%), stress reduction (45.7%), program ideas (41.7%), and reality escape (50%). Men and women have similar priorities.

Table 11: Influential factors influence Netflix usage according to Gender.

Variable	Option	*%	gender		Total
			male	female	
	Friends/peers influence	Count	31	52	83

		% within factor	37.30%	62.70%	
	Wide range of shows on Netflix	Count	47	56	103
		% within factor	45.60%	54.40%	
	relief from stress	Count	37	44	81
		% within factor	45.70%	54.30%	
	show recommendation	Count	30	42	72
		% within factor	41.70%	58.30%	
	escaping reality	Count	29	29	58
		% within factor	50.00%	50.00%	
	relief from boredom	Count	35	54	89
		% within factor	39.30%	60.70%	
Total		Count	209	277	486
		% of Total	43.00%	57.00%	100.00%

They were also persuaded by Netflix's range of programs (54.4%), relaxation (54.3%), friends' suggestions (58.1%), and the urge to escape reality (50%). 60.7% of women valued avoiding boredom. The research reveals that both sexes use Netflix for stress relief, a wide selection of programs, and tailored recommendations. Male and female responses may have distinct preferences and intentions.

Table 12 displays the percentage of Netflix binge-watchers in each age bracket. Most votes went to "friends/peer influence" across all age groups (9.6% to

31.3%). The "wide range of shows on Netflix" was the second most significant factor, with 10.7% to 33% of the vote. There were also substantial differences in the impact of other factors, such as "relief from stress," "show recommendations," "escaping reality," and "boredom," on viewers of varying ages. The highest percentages were found for different parameters in the (30-34) and (35-39) age groups. Understanding the interests and priorities of other age groups is essential for selling Netflix content.

Table 12: Influential factors influence Netflix usage according to age.

Option	*% Count	age								Total
		less than 20	20-24	25-29	30-34	35-39	40-44	45-49	50-54	
Friends/peer influence	Count	8	12	9	26	23	3	1	1	83
	% within factor	9.60%	14.50%	10.80%	31.30%	27.70%	3.60%	1.20%	1.20%	
Wide range of shows on Netflix	Count	11	12	13	34	23	6	2	2	103
	% within factor	10.70%	11.70%	12.60%	33.00%	22.30%	5.80%	1.90%	1.90%	
Relief from stress	Count	9	12	14	23	15	5	0	3	81
	% within factor	11.10%	14.80%	17.30%	28.40%	18.50%	6.20%	0.00%	3.70%	
Show recommendation	Count	4	4	8	26	23	4	1	2	72
	% within factor	5.60%	5.60%	11.10%	36.10%	31.90%	5.60%	1.40%	2.80%	
Escaping reality	Count	7	8	9	22	10	0	0	2	58
	% within factor	12.10%	13.80%	15.50%	37.90%	17.20%	0.00%	0.00%	3.40%	
Relief from boredom	Count	10	10	12	24	24	4	2	3	89
	% within factor	11.20%	11.20%	13.50%	27.00%	27.00%	4.50%	2.20%	3.40%	
	Count	49	58	65	155	118	22	6	13	486
	Total	10.10%	11.90%	13.40%	31.90%	24.30%	4.50%	1.20%	2.70%	100.00%

Table 13: Influential factors influence Netflix usage according to the profession.

Option	*%	Profession			
		student	working/professional	unemployed	Total
Friends/peer influence	Count	17	50	16	83
	% within factor	20.50%	60.20%	19.30%	
Wide range of shows on Netflix	Count	23	74	6	103
	% within factor	22.30%	71.80%	5.80%	
Relief from stress	Count	19	54	8	81
	% within factor	23.50%	66.70%	9.90%	
Show recommendation	Count	6	63	3	72
	% within factor	8.30%	87.50%	4.20%	
Escaping reality	Count	12	38	8	58
	% within factor	20.70%	65.50%	13.80%	
Relief from boredom	Count	15	62	12	89
	% within factor	16.90%	69.70%	13.50%	
	Count	92	341	53	486
	% of Total	18.90%	70.20%	10.90%	100.00%

Table 14: Negative impacts of binge-watching on users' behavior according to Gender.

Variable	Option	*%	Gender		Total
			male	female	
Negative Consequences	Addiction	Count	25.00	44.00	69.00
		% Negative impacts	0.36	0.64	0.13
	Episode syndrome	Count	40	39.00	79.00
		% Negative impacts	0.51	0.49	0.15
	Time wastage	Count	53	87	140.00
		% Negative impacts	0.38	0.62	0.27
	Isolation	Count	33	48.00	81.00
		% Negative impacts	0.41	0.59	0.15
	Lack of sleep	Count	29	43.00	72.00
		% Negative impacts	0.40	0.60	0.14
	Anxiety	Count	30	43	73
		% Negative impacts	0.41	0.59	0.14
	Watching things	Count	1	2	3
		% Negative impacts	0.33	0.67	0.01
	Bad culture	Count	1	0	1
		% Negative impacts	1.00	0.00	0.00
	Consider bingo	Count	0	1	1
		% Negative impacts	0	1	0.00
	Caring to follow	Count	1	0	1
		% Negative impacts	1	0.00	0.00
Stopping	Count	0	1	1	
	% Negative impacts	0	1.00	0.00	
Stress relief	Count	2	0	2	
	% Negative impacts	1	0	0.00	
Total	Count		215	308	523

Note(s): *Multiple responses were present.

Table 13 displays the percentage split of why different vocations binge on Netflix. The most affected category was working professionals, at 70.2%. Netflix program recommendations (87.5%), content diversity

(71.8%), and time-killing (69%). "Relief from stress" (23.5%), "wide range of shows on Netflix" (22.3%), and "escaping reality" (20.7%) were the top three motivators for the students (18.9%). Although their

motives were not specified, 10% and 9% of respondents were jobless. This review emphasizes the importance of tailored material and recommendations in professional and academic Netflix binge-watching.

RQ6 What are the most common negative impacts of binge-watching on users' behavior? According to Gender, age and profession?

Table 14 presents what respondents believe about the negative impacts of being a Netflix user. The most prominent element reported is "Time Wastage" (27%). Female respondents' responses recorded a higher

percentage (62%) than males (38%). Moreover, "Isolation" and "one-episode syndrome" were reported by (15%) of the responses, respectively. According to gender "isolation" reported a higher percentage for females than males. **Table 15** present the percentages of negative impacts according to age group regarding the "Time wastage" element is recorded higher rate in the age group (30-34) (36%), while the least rate was in the older age groups. According to profession, as presented in **Table 16** regarding the "Time wastage" element is recorded higher percentage in working professional (30-34) (76%).

Table 15: Negative impacts of binge-watching on user's behavior according to age.

Variable	Option	*%	Age								Total
			less than 20	20-24	25-29	30-34	35-39	40-44	45-49	50-54	
Negative Consequences	Addiction	Count	6	11	6.00	17.00	20.00	6	2	1.00	69
		% Negative impacts	0.09	0.16	0.09	0.25	0.29	0.09	0.029	0.01	0.13
	Episode syndrome	Count	17	14	13.00	16.00	16.00	1	0	2.00	79
		% Negative impacts	0.22	0.18	0.16	0.20	0.20	0.01	0	0.03	0.15
	Time wastage	Count	4	18	22.00	50.00	34.00	6	3	3.00	140
		% Negative impacts	0.03	0.13	0.16	0.36	0.24	0.04	0.021	0.02	0.3
	Isolation	Count	6	14	11.00	21.00	21.00	4	2	2.00	81
		% Negative impacts	0.07	0.17	0.14	0.26	0.26	0.05	0.025	0.02	0.15
	Lack of sleep	Count	2	19	12.00	18.00	15.00	3	1	2.00	72
		% Negative impacts	0.03	0.26	0.17	0.25	0.21	0.04	0.014	0.03	0.14
	Anxiety	Count	2	19	13.00	19.00	14.00	3	1	2.00	73
		% Negative impacts	0.03	0.26	0.18	0.26	0.19	0.04	0.014	0.03	0.14
	Watching things	Count	0	0	1.00	2.00	0.00	0	0	0.00	3
		% Negative impacts	0.00	0.00	0.33	0.67	0.00	0	0	0.00	0.01
	Bad Culture	Count	0	0	0.00	1.00	0.00	0	0	0.00	1
		% Negative impacts	0.00	0	0.00	1.00	0.00	0	0	0.00	0.00
	Consider bingo	Count	0	0	0.00	1.00	0.00	0	0	0.00	1
		% Negative impacts	0	0	0.00	1.00	0.00	0	0	0.00	0.00
	Caring to follow	Count	0	0	0.00	1.00	0.00	0	0	0.00	1
		% Negative impacts	0	0	0.00	1.00	0.00	0	0	0.00	0.00

	Stopping	Count	0	0	0.00	0.00	1.00	0	0	0.00	1
		% Negative impacts	0	0	0.00	0.00	1.00	0	0	0.00	0.00
	Stress relief	Count	0	1	1.00	0.00	0.00	0	0	0.00	2
		% Negative impacts	0	0.5	0.50	0.00	0.00	0	0	0.00	0.00
Total		Count	37	96	79	146	121	23	9	12	523

Note(s): *Multiple responses were present.

Percentages and totals are based on respondents

Table 16: Negative impacts of binge-watching on users’ behavior according to profession.

Variable	Option	*% Count	Profession			
			student	working/professional	unemployed	Total
\$Negative Impact ^a	Addiction	Count	14	48	7.00	69
		% Negative impacts	0.20	0.70	0.10	0.13
	Episode syndrome	Count	26	47	6.00	79
		% Negative impacts	0.33	0.59	0.08	0.15
	Time wastage	Count	20	106	14.00	140
		% Negative impacts	0.14	0.76	0.10	0.3
	Isolation	Count	16	58	7.00	81
		% Negative impacts	0.20	0.72	0.09	0.15
	Lack of sleep	Count	17	47	8.00	72
		% Negative impacts	0.24	0.65	0.11	0.14
	Anxiety	Count	17	48	8.00	73
		% Negative impacts	0.23	0.66	0.11	0.14
	Watching things	Count	0	2	1.00	3
		% Negative impacts	0.00	0.67	0.33	0.01
	Bad culture	Count	0	1	0.00	1
		% Negative impacts	0.00	1	0.00	0.00
	Consider bingo	Count	0	1	0.00	1
		% Negative impacts	0	1	0.00	0.00
	Caring to follow	Count	1	0	0.00	1
		% Negative impacts	1	0	0.00	0.00
	Stopping	Count	0	0	1.00	1
		% Negative impacts	0	0	1.00	0.00
	Stress relief	Count	0	0	2.00	2
		% Negative impacts	0	0	1.00	0.00
Total		Count	111	358	54	523

Note(s): *Multiple responses were present.

CONCLUSION:

The results show that more than half of Netflix viewers use TV sets to binge watch, which may be due to the increased technological advances directed to the TV sets and being suitable to use Netflix accounts. This means that TV suppliers should pay more attention to online streaming services in general and Netflix as the biggest online streaming medium. Also, mobile phones are the second medium, which is positively correlated to the enhancement of the technologies and UniversePG | www.universepg.com

screen size of the smartphones. So, sum up, the change in the viewership pattern of online streaming services affects other businesses due to their dependencies on them, such as TV, Laptops and smartphones.

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