

Barriers to Adoption of Online Streaming Platforms among the Sri Lankan Community

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Abstract

Although online streaming has gained global popularity, its adoption in Sri Lanka remains relatively low despite widespread smartphone usage and internet accessibility. This study aims to identify the key barriers affecting the adoption of online streaming platforms among the Sri Lankan community. Five factors, including cost-effectiveness, digital infrastructure, socio-cultural preferences, consumer attitudes, and local content availability, were identified as independent variables through the comprehensive literature analysis. A quantitative research design under the deductive approach was applied, utilising a structured questionnaire distributed to a sample of 389 online users selected through convenience sampling. Data were analysed using descriptive statistics, correlation, and multiple regression techniques via SPSS software. The results revealed that cost-effectiveness ($\beta = 0.243$, $p < 0.001$), consumer attitudes ($\beta = 0.338$, $p < 0.001$), and local content availability ($\beta = 0.330$, $p < 0.001$) significantly and positively influence streaming platform adoption. In contrast, digital infrastructure ($p = 0.972$) and socio-cultural preferences ($p = 0.096$) were not statistically significant predictors in the regression model. These findings highlight that affordability, positive user attitudes, and culturally relevant content are critical drivers of adoption. The study provides valuable insights for policymakers, service providers, and content developers to enhance local digital engagement. Future research could expand to explore regional and demographic variations to strengthen the generalisability of these results.

Keywords: consumer attitudes, cost-effectiveness, digital infrastructure, local content availability, online streaming platforms, socio-cultural preferences