Study The Factors Influencing Behavioural Intention Towards Use of Over The Top (OTT) Platforms In India

Ajit Kumar
Research Scholar, University Business School.
Panjab University Chandigarh, India

Dr. Monica Bedi
Associate Professor, University Business School.
Panjab university Chandigarh, India

ABSTRACT:
Watching movies/TV shows have been a part of people's lives as a source of entertainment. As user behaviour is changing regarding watching TV shows at their homes, people are preferring entertainment on-the-go. Thus, the ever-changing technology is fulfilling this need of users, making it more convenient for them to watch entertainment content anywhere, anytime. Over-The-Top (OTT) platforms services allow people to watch their favourite TV shows or movies, at their convenience. This study investigates the factors which affect users' behavioural intention towards use of OTT platforms by using Unified Theory of Acceptance and Use of Technology 2 (UTAUT) model. In the current study, the data was collected from 100 respondents using random sampling. The independent variables are, Effort expectancy, social influence, Price value and Hedonic motivation. The results derived from this study can assist the OTT service providers to discern the important facets that influence the customer's behavioural intentions towards adoption of OTT platforms.

Keywords: *OTT platforms, Behavioural intention, Over-the-Top, Hedonic motivation, Adoption*

INTRODUCTION

Watching TVs shows, Movies and listening to Radio has always been an important source of entertainment for people. Television was introduced for the first time in India on September 15, 1959 with the assistance of UNESCO. Ever since then, the television industry has transformed itself with elevation in technology and time. Initially, programmes were broadcasted two times in a week for an hour a day based on themes like social health, road sense, citizens duties and rights. The second television station was then set up in Bombay in 1972 which proved to be a major expansion of broadcasts. Then, followed by new television stations in Srinagar and Amritsar, and Calcutta, Madras and Lucknow in 1975. The television broadcast was in black and white and spread haltingly for 17 years since its launch in the country. Later on, the government decided to start Doordarshan, the national television network, under the Ministry of Information and Broadcasting which is different from AIR - All India Radio (India Brand Equity Foundation, IBEF 2020).

The advancement of the television industry in India from 1970s was based on the three factors, namely, Satellite Instructional Television Experiment (SITE), active operation of INSAT-1A and introduction of the satellite TV by foreign TV programme like CNN, Star TV further, Domestic Channels such as Zee TV and Sun TV in Indian houses (IBEF, 2020).

After the launch of Video Cassette Player/Recorder (VCP/R) in the 1980s, people had more freedom because it provided convenience to the users to watch movies or songs whenever they wanted. They didn't want to wait for their movies to stream on the Television (TV). VCR gives advantage to the audience to record live shows, news, as per their requirements. Gradually, technology grew and Digital Video Recorder (DVR) came into the picture. In the 20th century, DVR gave more flexibility and convenience to people. Now, the people could pause live TV, instant replay, skip over advertisements and record programmes. This gave more liberty and unique experience to the viewers. DVRs succeeded to overshadow the entertainment industry and promoted digital video content (Puthiyakath et al., 2021).

The government gradually relaxed restrictions to boost the television industry in India to grow and from the mid-1990, Cable TV brought about a home entertainment revolution. Since then, the Indian industry has gained growth and became the world's second largest TV market after China (IBEF, 2020). In 2010, the trend of satellite and home video rights of films emerged. At the initial time of this decade, 60% of the revenue was coming from theatrical screening of movies and share revenue was generated by the other sources like Compact Disk (CD) and Digital Video Disc (DVD) release, Direct-to-Home (DTH) rights and other overseas rights (Singh, 2019). Jio came in 2015 and it brought a revolution in the Indian

entertainment market. Jio advertised 4G-enabled high-speed mobile data and voice-over-internet calls that bypassed India's notoriously unreliable cellular phone networks (Mukherjee, 2019).

The concept of cord cutting initially emerged in the telecommunications industry. When fixed-line phones were substituted by mobile phones, it is called audio cord cutting. Moreover, the huge penetration of internet and smartphones has now led to a second wave of audio cord cutting and telecom operators face reduction in voice calls due to internet calling services and smart phones applications (Shin et al., 2012). Satellite or cable service providers are facing increasing competition from Netflix, Amazon Prime and other OTT platforms. Other players, such as HBO, have started offering streaming services that bypass traditional TV. Such services are referred to as Over-The-Top media or online video distributors (Fudurić, et al., 2018).

Demand for OTT also rose due to cheaper data packs launched by Reliance Jio and more than a dozen OTT services providers started their services in 2017-2019 (Singh, 2019). People are shifting from Cable or satellite TV to OTT, preferring it as their main video entertainment platforms. Alternatively, many users downgraded their pay TV services from premium to regular package. In the above instance, the first concept is referred to as Cord Cutting and latter is Cord Shaving (Kim, et al., 2016).

OTT: Meaning and Definition

Over-the-Top or online streaming TV, refers to a form of streaming platform that provides their entertainment service via the internet directly to the users (Vaidya et al., 2023). It includes subscription-based streaming service where users can access content without any traditional satellite or cable service provider. Viewers can watch OTT content across multiple smart devices such as smartphones, tablets, Smart TV (Amazon.com).

According to TRAI, Over-The-Top OTT platforms posits that applications and services which can be accessible through internet and ride on operators' networks offering internet access services, for e.g., social networks sites, search engines like Google, being, yahoo etc, amateur video aggregation sites, etc. Since carriage is separated from the content being made available on the internet, the content and application service providers are able to go over-the-top of these providers and interact with their consumers directly. In other words, the Telecom Service Providers (TSPs) are excluded from the said transactions, with no impact over the content provided on such applications. And with increasing accessibility and advancements in telecom technology, all types of content and applications are at the fingertips of users which can be accessed irrespective of time or place.

According to IBEF, BCG, India is at an inflection point. BCG said in its report 'Entertainment Goes Online', there are certain business models that OTT service providers follow; these are TVOD, AVOD and SVOD. Transaction or pay per view (TVOD): In this model, consumers pay per view or on rental basis e.g. Apple iTunes where consumers can download music files and pay per song (Amalia et al., 2021; Stewart, 2016). They have to pay per transaction. firms have adopted this model, for example, MultiTV owned Veqta, which provides global sports content to viewers. Another model which is emerging is Telco-based model like that adopted by Jio Cinema and Airtel TV. They consolidate content from various broadcasters and provide users with combined cost of content and data (Sadana & Sharma, 2021).

Advertisement video on demand (AVOD): In this form of OTT model, viewers can access online content freely without paying anything. Users see various ads while watching the videos or movies. Ads can be shown initially, at the middle and end of the videos or movies. Some examples are YouTube, DailyMotion, etc. The market remains highly focused on (AVOD), where advertisements generate revenue for the OTT service provider; however, the Subscription-based market (SVOD) continues to grow significantly (IBEF, 2020). According to Deloitte's TMT (Technology, Media, and Telecommunication), AVOD market size is expected to reach $2.4 Billion in 2026. In 2022, Netflix has announced its plan to roll out its advertising-based video on demand service globally so that it can stay in the market because in the 2022 first quarter, it had lost 200,000 subscribers which is a big concern for Netflix. According to the experts, the subscribers drop can happen in future also. Thus, in that situation, AVOD model can certainly come handy. In India, there is still a large number of consumers who don't pay for content and Netflix has recently launched its affordable subscription plan worth Rs. 99. Similarly, Amazon Ad-supported platform, name MiniTV, launched service in May 2021, within the Amazon shopping app to attract more customers (Mint). AVOD or advertising-led

platforms and be incumbent upon to continue to pull in more revenue, increasing from $1.1 billion in 2021 to $2.4 billion in 2026.

Subscription video on demand (SVOD): These platforms enable users to access unlimited content available to the platforms. In exchange for watching content online, consumers have to pay monthly or yearly subscription. Here, the content is very rich and original. Lastly, a hybrid model, which offers some parts for free but for some parts, users have to pay for watching

movies and videos. Hotstar, Zee5, Voot, ZEE5 and Sony LIV are some examples of this model (Vaidya et al., 2023). According to Live mint (2022), subscription-led video-on-demand models will emerge stronger in future, with paid subscribers in India estimated to increase at a CAGR of 17%. SVoD is expected to get bigger from its revenue of $0.8 billion in 2021 to $2.1 billion in 2026.

Based on Ormax Media, India's OTT audience universe (defined as those who have watched a digital video somewhat in the last one month) has been counted to be 423.8 million (or 42.38 Crore) people in 2022. The growth from 2021 to 2022 stands a healthy 20%, with 70.6 million new audiences entering the universe. India's OTT penetration then stands at 30.0%, up from 25.3% in 2021. During the covid 19, the entertainment industry and media sector has shown exceptional sturdiness. The internet and technology are vital determinants to impact consumers in consumption of content in India. Entertainment and media industry of India is expected to reach Rs 4,12,656cr by 2025. Moreover, it is expected to reach INR 4,30,401 Cr by 2026 at 8.8% (PwC Global entertainment & Media Outlook 2021-2025). In 2023, the revenue in the OTT video segment is estimated to reach 3.2 bn USD and revenue is expected to show an annual growth rate of 7.69% (CAGR 2023-2027) resulting in a projected market volume of 4.5 bn USD by 2027. In global comparison, maximum revenue will be generated in the United States which is $137,800 million in 2023. In the OTT segment, the number of OTT users is expected to amount to 528.9 m users by 2027. User penetration is expected to reach 36% & by 2027.

According to IBEF (India Brand Equity Foundation), by 2025 the spread of smart televisions is expected to reach around 40-50 million. Till 2020, India registered 803 million online video reviews, including streaming services and videos on free platforms or businesses working on AVOD model like YouTube. OTT video services market (video on demand and live) in India is bent on to post a CAGR of 29.52% to reach US$ 5.12 billion by 2026, due to rapid development in online platforms and demand for quality content among the users. advertisement revenue in India makes an estimated US$ 5.42 billion by 2024. Delivery of video content via the internet has been the most dominant method for most of the world unlike traditional TV on which viewers are more time-dependent as a consequence of schedule timings.

Factors Influencing the magnification of OTT

The key features that led to unprecedented growth in OTT platforms are, choice of content (wider video content are available to consumers to watch), multi-screen play (user can watch same content on Smartphones, Tablets, Smart TVs and it gives more freedom to viewers to watch content at anytime from anywhere) and Service providers also use personalization (where it improves the experience of user and service provider can recommend content as per user profiles). It also embedded co-viewing features like group chat, which enables users to watch online content with one another while sharing reactions via a pre-set collection of emojis. Watching content online together is becoming a big part of online hangouts, especially when people are at their homes (OutlookIndia.com 2021).

Further, we can see there are domestic as well as global players in the Video on demand industry in India. Some domestic platforms are Jio cinema, Voot, JioTV, ZEE5, Altbalaji and global players are Netflix and Amazon's Prime Video. These OTT platforms enable viewers to watch content online. These online OTT platforms reduce the usage of Traditional TV or satellite systems (Singh, 2019). These online platforms also give benefits to film producers or the production house to reduce their cost via launching their films directly online and earn huge profits by selling the movies streaming rights to the OTT platforms. In 2019, Netflix announced a mobile and tablet-only plan for just INR 199 that is the most affordable pack of Netflix in India. However, despite the new plan, Netflix is quite expensive for the price sensitive users. Another Global player in OTT is Amazon Prime Video. In 2020, Amazon Prime Video announced Direct-to-Digital release of some Indian movies. Along with that, Indian OTT platform ZEE5 also announced that it has lined up 15 direct-to-digital releases for 2021. The pricing

of direct-to-digital releases helps OTT platforms to increase their customer base. But more paid subscribers, OTT need to offer affordable plans. There are some OTT players which are providing their majority of the content in English. However, a maximum of OTT platforms are focusing on original content in native languages (IBEF, 2020). COVID-19 also pushed the usage of OTT platforms not only in India but at Global level (Vaidya et al., 2023). Since people were not going outside so everyone was to stay at home. This gave people leisure time which resulted in more people engaging with online content. Many people subscribe to OTT platforms to get quality content for they were working from home. For them, OTT videos are also a good source for entertainment due to flexible schedules and they can spend more time on OTT.

Objectives of the study

1. To study the factors which affect behaviour intention towards OTT platform.

2. To understand why consumers are using OTT platforms.

Review of Literature

UTAUT MODEL. Unified Theory of Acceptance and Use of Technology, it focuses on critical factors and contingencies to the prediction of behavioural intention to use a technology primary concerned organisational context there has been updated in UTAUT model however later on another important update has be done in this model that is apply this model in consumer context and it is known as UTAUT2. In case of UTAUT which was developed to explain employees' technology acceptance and use it will be imperative to examine how it can be applied in case consumer technology in UTAUT model there are 4 key constructs (performance expectancy, effort expectancy, social influence and facilitating conditions) that influence behaviour intention to use a technology. Effort expectancy is the extent of ease inherent in consumer's use of technology, Social influence is the extent to which consumers perceive that important other (Family, Friends) believe they should use a particular technology, and facilitation conditions refer to consumer perception of the resources and support available to perform a behaviour (Venkatesh et al. 2003). In UTAUT 2 model three constructs were introduced; these are Hedonic motivation, Price value and Habit. Hedonic motivation is described as the fun or pleasure derived from using a technology. Price value is the monetary cost of use of the system. Consumers pay this cost whereas employees do not and habit has been defined as the extent to which people tend to perform behaviours automatically because of learning. In the current study, we are studying four constructs of the UTAUT 2 model. These are Hedonic motivation, Price Value, Social influence and Effort expectancy, which lead to prediction of behavioural intention to use a technology and technology use this model UTAUT 2 has not used so much.

Effort Expectancy

It is described as the extent of ease inherent in the consumer's use of technology (Venkatesh et al., 2003). It is the ease with which the consumers can learn and interact with OTT video streaming platforms (Malewar & Bajaj, 2020). OTT services can be accessed through applications like Netflix or Prime Video, or websites which are user-friendly and can be used effortlessly by consumers through smartphones, smart TVs or laptops (TM et al., 2021). Past studies show a positive effect of effort expectancy on behavioural intentions (Badowska et al., 2016; Malewar & Bajaj, 2020). An intensified use of systems and interactions between users can make them easier to use (Zuniarti et al., 2021). (Kakkar & Kakkar, 2018) used factor analysis to explore the factors that lead to adoption of Video-on-demand VOD, they found some important factors i.e., flexibility, convenience and timely availability can be reasons behind adoption of Video on demand. Thus, it is expected that low complexity involved in using OTT will lead to positive behaviour towards using OTT platforms. Thus, we hypothesised that:

H1 Effort expectancy has a positive impact on behavioural intention.

Social Influence

It is the extent to which consumers perceive that their important others, like family and friends, believe they should use a specific technology (Venkatesh et al., 2003). Social influence is a prominent phenomenon that depicts demonstration and explication of psychological instances that occur in context with the direct response to overt social stimuli, surrounding an individual (Cialdini & Goldstein, 2004). Moreover, social influences have been considered as one of the critical elements in understanding consumer adoption behaviour (Karahanna et al., 1999). It revolves around the direct or indirect impact of others on the user's thought process, actions, and opinions, eventually resulting in behavioural intention (Venkatesh et al., 2003). Reference group theory also enumerates

the effect of peers on consumer's behaviour (Brown and Reingen, 1987). In relation to technology-based services, clients often confer with their near and dear ones to find answers to apprehensions linked with the adoption of new technology (Park et al., 2019). (Mun et al., 2017) enumerated in his study that consumers often regard the verdicts of their reference group before using a technology, and would surely oppose adopting a new technology if opinions of others are not favourable. SI can be defined as to the extent to what end an individual's admittance was shaped by others' opinion. OTT platforms also deliver exclusive and original content in order to attract new customers (Koul et al., 2021). This influences consumers outside the group to adopt the service. For instance, the online series Farzi, this was much in talks both before and after its release. This prime video series was covered by several media houses for its release dates and story speculations, and after it aired, the audiences had to say a lot about their review and reactions (indiatoday.in). These perceptions shared by the consumers' social group and desire to be a part of the discussion can persuade them to adopt a particular information system (TM et al., 2021). A study done by Locher & Messerli, (2023) they talked about viki.com which is a Korean video streaming platform. In this paper, they talk about chat features that the audience can use to comment while watching movies. Viewers can express themselves and it creates a sense of community among them. Amazon also launched a similar chat option in their Prime video "party watch" feature in the Prime video platform in India, by using this feature, it allows synchronised playback content and chat features which allow viewers to communicate one another while watching the content. Amazon allows 100 participants to watch content by using a party session. This feature allows people to hang out with their friends, family and share their comments (indianexpress.com). These types of features can enhance the consumer engagement and build community to watch online content together. On the basis of Theory of Reasoned Action (Fishbein & Ajzen, 1975), social influence is a key determinant to behaviour intention. Study done by Taylor & Todd, 1995, advocates that social factors have a positive effect on behavioural intention. The relationship of social influence and behavioural intention is moderated by age, gender and experience (Venkatesh et al., 2012). Use of OTT platforms by consumers can be motivated by the social circle of the consumers (Malewar & Bajaj, 2020). So, we hypothesised that:

H2: Social influence has a positive impact on the adoption of Over-The-Top (OTT) platforms.

Hedonic Motivation

It can be defined as fun or pleasure attain from use of technology and it has an important part in determining technology acceptance and use (Brown and Venkatesh, 2005). In the light of OTT, it can be referred to as the joy of fulfilling the entertainment desire by using OTT platforms (Malewar & Bajaj, 2020). The primary purpose of using OTT is getting entertainment (Singh, 2019; Hasan et al., 2018). Information technology consists of pleasurable experiences. Perceived enjoyment has a positive impact on behavioural intention of the consumers, if the user perceives more enjoyment from the OTT platforms, they will intent to adopt OTT platforms Perceived enjoyment PE has a vital role in OTT platforms (Singh et al., 2021). Moreover, enjoyment is an intrinsic motivation that expedites consumers to engage with technology for internal benefits (joy). Thus, deriving enjoyment from the use of OTT platforms leads to positive behaviour (Vaidya et al., 2023). In the case of infotainment services, gratification like entertainment has an important role (Leung & Wei, 1998). In one study, Kumari, (2020) found that consumers are using OTT for entertainment purposes especially at night time.

H3: Hedonic motivation has a positive impact on behavioural intention

Price Value

According to Venkatesh et al. (2012), Price value refers to consumers' cognitive trade-off between perceived benefit of the OTT service and money cost of using them. Perceived value which is Benefit of the product and Cost Thus, higher the cost lower the Adoption of OTT and visa-versa, if consumer perceived high value by watching online then, they tend to adopt OTT platforms otherwise resist (Singh et al., 2021) Transaction cost theory also helps to understand consumer behaviour, like consumers prioritise transactions that have lower cost. Transactional theory can be applied to explain use of technology requiring certain costs related to technical resources like smart devices i.e. (Laptop, tablet, smartphones etc.), internet, etc. (Liang & Huang, 1998). In the case of OTT, the transaction cost for paying the subscription amount to the service provider, on a monthly or yearly basis. Therefore, we infer that transaction

cost, in turn, affects the customer decision of whether to use OTT or not. The study of OTT service platforms, it entails a cost for the consumers like, OTT service provider's charges as well as the cost of renewal of the subscription (Bhattacharyya et al., 2022). The cost and pricing strategy could have significant impact on consumer's technology use. The price value is positive when the benefits of OTT exceed its cost. Subscription charges for availing the OTT streaming services have an impact on adoption of OTT platforms (Malewar & Bajaj, 2020). Some studies found that cost is an important factor for using OTT applications (Singh, 2019; Malewar & Bajaj, 2020). The monetary perceived value affects user intention while using TVOD services (Amalia et al., 2021). A study conducted by (Palomba, 2020), using conjoint analysis they found, consumer may be highly price sensitive the lowest price possessed, the highest level of preference and the greatest amount of utility among consumers, followed by original content and Channel access. Thus, the perception of higher cost will negatively affect the intention to use OTT platforms.

H4: Price value has a positive impact on behavioural intention

Behavioural intention

The central rule of theory of planned behaviour is the individual intention to perform given behaviour; Intention to assume to capture the motivational factor that influences a behaviour as a general rule the stronger the intention to engage in behaviour, the more likely it should be its performance Ajzen, I. (1991).

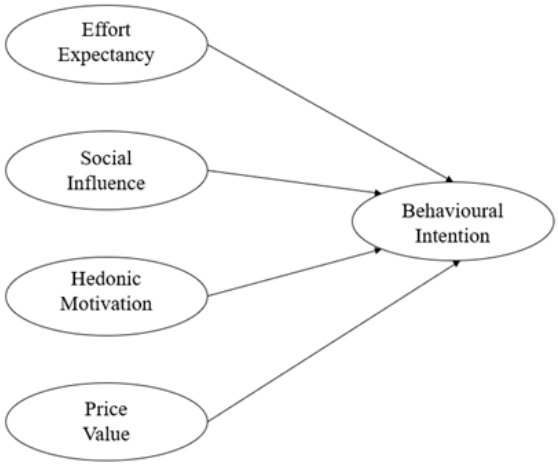

Figure 1 Conceptual model

Research Design

This study follows a descriptive study method.

Data Collection

For the data collection primary data will be used, Questionnaire circulates via Online model to collect data. We received 100 responses. In the current study. Standardised scales have been used, five-point Likert scale 1= Strongly disagree 4=Disagree 3=Neutral 4=Agree 5=Strongly agree.

Data Analysis

Measurement model The current study took Partial least square PLS structuring equation modelling SEM technique in use, According to Hair et al. (2019) the measurement should assess reliability (Cronbach's alpha) convergent and discriminant validity. Indicator items with loadings greater than 0.7 are considered satisfactory (Hair et al. 2019). In this study all items' loadings are greater than suggested level. To measure validity (construct and convergent validity). To check the Convergent validity, Composite reliability (CR) and Average variance extracted (AVE) have been used. The values of CR ideally > 0.7 and AVE > 0.5 in this study both are accepted, Shown below .

Table I Showing Reliability and Validity of constructs.

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Behavoural intention	0.870	0.875	0.913	0.724
Effort expectancy	0.874	0.973	0.919	0.792
Hedonic Motivation	0.912	0.927	0.944	0.849
Price value	0.838	0.848	0.903	0.756
Social Influence	0.782	0.798	0.872	0.694

To check for Discriminant validity, we employ Criteria Square root of AVE (Fornell & Larcker, 1981). Table 2 shows the result.

Table II Discriminant Validity

	Behavoural intention	Effort expectancy	Hedonic Motivation	Price value	Social Influence
Behavoural intention	0.851				
Effort expectancy	0.399	0.890			
Hedonic Motivation	0.529	0.521	0.922		
Price value	0.469	0.386	0.433	0.869	
Social Influence	0.539	0.324	0.328	0.421	0.833

Multicollinearity

To check the multi collinearity we used variance inflation factor (VIF). The VIF value should be less than 5.0 in our study the highest VIF value is 3. shown

Table III

	VIF
BI1	2.798
BI2	1.421
BI3	2.908
BI4	3.526
EE2	2.605
EE3	2.499
HM1	3.206
HM2	2.834
HM3	3.356
PV1	2.356
PV2	2.398
PV3	1.636
SI1	1.592
SI2	1.606
SI3	1.684
EE1	2.112

Structural Model

After validating the reliability and validity of measurement model and overall model fit, we applied a bootstrapping approach (bootstrapping subsample = 5000) to test the hypothesis. The following Model shows that all the variables are not significant level at 0.05. shows that Effort expectancy and price value are not significant at 0.05

Table IV

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Effort expectancy -> Behavioural intention	0.061	0.070	0.119	0.510	0.610
Hedonic Motivation -> Behavioural intention	0.312	0.303	0.110	2.844	0.004
Price value -> Behavioural intention	0.165	0.170	0.091	1.802	0.072
Social Influence -> Behavioural intention	0.348	0.344	0.106	3.272	0.001

Table V Hypotheses Decision

Hypotheses	Decision
H1	Not Accepted
H2	Accepted
H3	Not accepted
H4	Accepted

Discussion And Implication

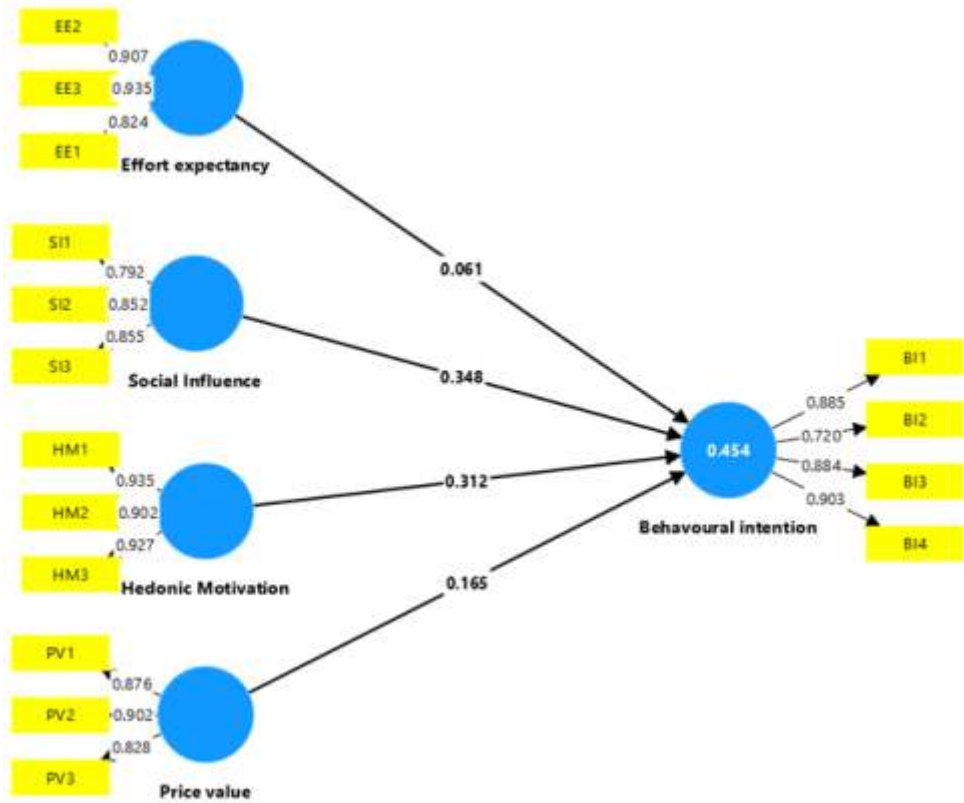

Figure II Structural model with path coefficient

If OTT platforms are easy to use, users' behaviour will be affected by peers, high hedonic motivation level and it is value for money to use OTT platforms then consumer intention towards use the OTT platform will be positive. Effort expectancy has shown insignificant impact on Behavioural intention which is contradicted to the Devis et al. (1989), Malewar, S., & Bajaj, S. (2020), Alalwan et al.(2017). Social influence has significant behavioural intention results consistent with the Theory of planned behaviour (TPB) model by Ajzen (1985) and findings of Tak, P., & Panwar, S. (2017), Oh, J. C., & Yoon, S. J. (2014). Hedonic motivation has a positive impact on behavioural intentions towards OTT platforms with UAUT 2 Venkatesh (2012) and findings of Alalwan et al. (2017), Tak, P., & Panwar, S. (2017). Price value has a insignificant effect on behavioural intention towards using OTT

platforms; this is nor align with with theory UTAUT 2 Venkatesh (2012) and with findings of Tak, P., & Panwar, S. (2017), Alalwan et al. (2017).

Theoretical Implication

Studying the most key factors which influence Behavioural intention towards use OTT platforms, So far research is not done by considering UTUAT 2 constructs especially Price value and, hedonic motivation constructs not used much. Also empirically examine the validity of UTAUT 2 to explain behavioural intentions of consumers towards use of OTT platforms.

Managerial Implications

From practical perspective, the statistical result support the vital role of the following factors, social influence, hedonic motivation, to affect behavioural intention Hence these aspects must be considered by the OTT service Provider, for example, (Netflix, Prime video) in their endeavour to attract more users to use OTT platforms to watch content Videos/Movies, Web series.

Limitations and Future Work

whereas this study represents a fruitful attempt to understand the Behavioural intention Towards using OTT platforms is restricted with some limitations. For example, First The data obtained by a Convenience sample can affect the generalizability of the result. Second the sample size for this study considers only 100 resplendent data have been taken. The size of the sample can be increased for better results. Third, for further Actual use of OTT platforms can be studied because it is not necessary if users have positive intention, they will use the OTT platforms thus, this can also be studied in the future.

Reference

Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211.

Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2017). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. International Journal of Information Management, 37(3), 99-110.

Amazon Watch Party feature now available for India Prime Video users: How to use. (2020, December 8). https://indianexpress.com/. Retrieved August 7, 2023, from https://indianexpress.com/article/technology/techook/amazon-brings-watch-party-fe ature-to-prime-video-in-india-how-to-use-7095442/

Bhattacharyya, S. S., Goswami, S., Mehta, R., & Nayak, B. (2022). Examining the factors influencing adoption of over the top (OTT) services among Indian consumers. Journal of Science and Technology Policy Management, 13(3), 652-682.

Brown and Reingen, 1987 Khalilzadeh, J., Ozturk, A. B., & Bilgihan, A. (2017). Security-related factors in extended UTAUT model for NFC based mobile payment in the restaurant industry. Computers in Human Behavior, 70, 460-474.

Brown, S. A., & Venkatesh, V. (2005). Model of adoption of technology in households: A baseline model test and extension incorporating household life cycle. MIS quarterly, 399-426.

Brown, S. A., & Venkatesh, V. (2005). Model of Adoption of Technology in Households: A Baseline Model Test and Extension Incorporating Household Life Cycle. MIS Quarterly, 29(3), 399–426. https://doi.org/10.2307/25148690

Carter, L., Schaupp, L. C., & McBride, M. E. (2011). The US e-file initiative: An investigation of the antecedents to adoption from the individual taxpayers' perspective. E-service Journal, 7(3), 2-19.

Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. Annu. Rev. Psychol., 55, 591-621.

Farzi Review: Shahid Kapoor, Vijay Sethupathi's series is an intriguing crime drama with solid performances. (2023, February 10). India Today. Retrieved March 16, 2023, from
20
https://www.indiatoday.in/binge-watch/reviews/story/farzi-review-shahid-kapoor-vijay-se thupathi-raj-and-dk-intriguing-watch-solid-performances-2332813-2023-02-10

Fishbein, M., Ajzen, I., & Belief, A. (1975). Intention and Behavior: An introduction to theory and research.
Fudurić, M., Malthouse, E. C., & Viswanathan, V. (2018). Keep it, shave it, cut it: A closer look into consumers' video viewing behavior. Business Horizons, 61(1), 85-93.

Gupta, B., Dasgupta, S., & Gupta, A. (2008). Adoption of ICT in a government organization in a developing country: An empirical study. The Journal of Strategic Information Systems, 17(2), 140-154.

Haryoto, K. S. (2015). The use of modified theory of acceptance and use of technology 2 to predict prospective

users' intention in adopting TV Streaming.

India's OTT Universe: The Growth Story. (2022, December 15). Ormax Media. Retrieved February 4, 2023, from https://www.ormaxmedia.com/insights/stories/ indias-ott-universe-the-growth-story.html

Kakkar, A., & Kakkar, R. (2018). Factors leading to adoption of video on demand service: An exploratory study. International Journal of Business and Globalisation, 21(4), 505–516. https://doi.org/10.1504/IJBG.2018.095769

Karahanna, E., Straub, D. W., & Chervany, N. L. (1999). Information Technology Adoption Across Time: A Cross-Sectional Comparison of Pre-Adoption and Post-Adoption Beliefs. MIS Quarterly, 23(2), 183–213.

Kim, J., Kim, S., & Nam, C. (2016). Competitive dynamics in the Korean video platform market: Traditional pay TV platforms vs. OTT platforms. Telematics and Informatics, 33(2), 711-721.

Koul, S., Ambekar, S. S., & Hudnurkar, M. (2021). Determination and ranking of factors that are important in selecting an over-the-top video platform service among millennial consumers. International Journal of Innovation Science, 13(1), 53-66.

KPMG. (2020). A year off script: Time for resilience. KPMG in India's Media and Entertainment Report 2020. https://assets.kpmg.com/content/dam/kpmg/in/pdf/ 2020/09/synopsis-kpmg-india-media-and-entertainment-2020.pdf

Kumari, T. (2020). A study on growth of over the top (OTT) video services in India. International Journal of Latest Research in Humanities and Social Science (IJLRHSS), 3(9), 68-73.

Leung, L., & Wei, R. (1998). The gratifications of pager use: Sociability, information-seeking, entertainment, utility, and fashion and status. Telematics and Informatics, 15(4), 253-264.

Locher, M. A., & Messerli, T. C. (2023). "This is not the place to bother people about BTS": Pseudo-synchronicity and interaction in timed comments by Hallyu fans on the video streaming platform Viki. Discourse, Context & Media, 52(February), 100686. https://doi.org/10.1016/j.dcm.2023.100686

Malewar & Bajaj, 2020). (2020). Acceptance of OTT video streaming platforms in India during covid-19: Extending UTAUT2 with content availability. Journal of Content, Community and Communication, 12, 89-106.

Malewar, S., & Bajaj, S. (2020). Acceptance of OTT video streaming platforms in India during covid-19: Extending UTAUT2 with content availability. Journal of Content, Community and Communication, 12, 89-106.

Media and Entertainment Report. (2022). In IBEF. IBEF. Retrieved January 10, 2023, from https://www.ibef.org/industry/media-entertainment-india

Mukherjee, R. (2019). Jio sparks Disruption 2.0: infrastructural imaginaries and platform ecosystems in 'Digital India'. Media, Culture & Society, 41(2), 175-195.

Mun, Y. P., Khalid, H., & Nadarajah, D. (2017). Millennials' perception on mobile payment services in Malaysia. Procedia Computer Science, 124, 397-404.

Nayak, B., Bhattacharyya, S. S., & Krishnamoorthy, B. (2019). Integrating wearable technology products and big data analytics in business strategy: A study of health insurance firms. Journal of Systems and Information Technology.

Oh, J. C., & Yoon, S. J. (2014). Predicting the use of online information services based on a modified UTAUT model. Behavior & Information Technology, 33(7), 716-729. OTT Is The Need Of The Hour And A Silver Lining. They Are One Of The Best Mediums For Storytelling: Producer Mayur Gharat. (2021, October 26). Outlookindia.com. Retrieved January 26, 2023, from https://www.outlookindia.com/website/story/outlook-spotlight-ott-is-the-need-of-the-hour-and-a-silver-lining-they-are-o ne-of-the-best-mediums-for-storytelling-producer-mayur/398817

OTT to be $13 Bn market in a Decade: Report. (2022, February 22). Live Mint. Retrieved January 17, 2023, from https://www.livemint.com/industry/media/indian-ott-market-to-touch-13-15-bn-in-10-yea rs-deloitte-11645515343481.html

OTT to be $13 Bn market in a Decade: Report. (2022, February 22). Live Mint. Retrieved January 17, 2023, from https://www.livemint.com/industry/media/indian-ott-market-to-touch-13-15-bn-in-10-yea rs-deloitte-11645515343481.html

Puthiyakath, H. H., & Goswami, M. P.

(2021). Is Over the Top Video Platform the Game Changer over Traditional TV Channels in India? A Niche Analysis. Asia Pacific Media Educator, 31(1), 133-150. https://doi.org/10.1177/1326365X211009639

Recommendations on Regulatory Framework for Over-The-Top (OTT) Communication Services. (2020). Telecom Regulatory Authority of India. https://trai.gov.in/sites/default/files/Recommendation_14092020_0.pdf

Sadana, M. and Sharma, D. (2021), "How over-the-top (OTT) platforms engage young consumers over traditional pay television service? An analysis of changing consumer preferences and gamification", Young Consumers, Vol. 22 No. 3, pp. 348-367.

Schacter, D. L., Guerin, S. A., & Jacques, P. L. S. (2011). Memory distortion: An adaptive perspective. Trends in cognitive sciences, 15(10), 467-474.

Shin, C., Hong, J. H., & Dey, A. K. (2012, September). Understanding and prediction of mobile application usage for smart phones. In proceedings of the 2012 ACM conference on ubiquitous computing (pp. 173-182).

Singh, P. (2019). New Media as a Change Agent of Indian Television and Cinema: A study of over the top Platforms. Journal of Content, Community and Communication, 9(2019), 131-37.

Stewart, M. (2016). The Myth of Televisual Ubiquity. Television & New Media, 17(8), 691-705. https://doi.org/10.1177/1527476416655384

Tak, P., & Panwar, S. (2017). Using UTAUT 2 model to predict mobile app based shopping: evidences from India. Journal of Indian Business Research.

Taylor, S., & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. International journal of research in marketing, 12(2), 137-155.

Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. MIS quarterly, 157-178.

Television and OTT. (n.d.). PWC. Retrieved April 5, 2023, from https://www.pwc.in/industries/entertainment-and-media/television-and-ott.html

TM, A., Singh, S., Khan, S. J., Ul Akram, M., & Chauhan, C. (2021). Just one more episode: exploring consumer motivations for adoption of streaming services. Asia Pacific Journal of Information Systems, 3(1), 17-42.

Vaidya, H., Fernandes, S., & Panda, R. (2023). Adoption and Usage of Over-the-Top Entertainment Services: A Literature Review. International Journal of Social Ecology and Sustainable Development (IJSESD), 14(1), 1-18.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Toward a Unified View. MIS Quarterly, 27(3), 425–478. https://doi.org/10.2307/30036540

Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. MIS quarterly, 157-178.

Viswanath, V. (2003). User acceptance of information technology: Toward a unified view. MIS quarterly, 27(3), 425-478.

What is OTT? A complete guide to over-the-top. (2022, November). Amazon Ads. Retrieved March 21, 2023, from https://advertising.amazon.com/library/guides/what-is-ott

Y. Amalia, P. W. Handayani and I. C. Hapsari, "Actual Use of Transactional Video on Demand: The Extended of Technology Acceptance Model," 2021 International Conference on Informatics, Multimedia, Cyber and Information System (ICIMCIS, Jakarta, Indonesia, 2021, pp. 213-219, doi: 10.1109/ICIMCIS53775.2021.9699327.

Zuniarti, I., Yuniasih, I., Martana, I., Setyaningsih, E., Susilowati, I., Pramularso, E., & Astuti, D. (2021). The effect of the presence of e-commerce on consumer purchasing decisions. International Journal of Data and Network Science, 5(3), 479-484.