FACTORS INFLUENCING OTT COMMUNICATION SERVICES: AN INTEGRATED REVIEW AND A RESEARCH ROADMAP FOR THE FUTURE

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ABSTRACT

The over-the-top (OTT) communication services are undergoing transformation, leading to the reshaping of young consumers' preferences, expectations, and experiences. This study systematically reviews and integrates the foregoing studies, along with expert opinion surveys and semi-structured in-depth interviews of young consumers. Firstly, articles were collected using a dimension database and bibliometric analysis was done to gain a better understanding of this area for future studies. Then, an extant literature review indicated the key factors that affect consumers' choices concerning OTT services. Moreover, word clouds and word trees were used to identify and visualize the same. Drawing from literature, experts' and consumers' perspectives, the study also provides a conceptual framework for analyzing customer preferences that lead to OTT service uptake. Synthesizing various strands of literature, this study also suggests nineteen propositions related to OTT communication services to open future research agendas.

Keywords: Over-the-top services; Bibliometric; Expert elicitation; Qualitative analysis; Propositions; Conceptual framework; Future agenda; Entertainment and media industry.

1. Introduction

In the age of digital disruption, the entire entertainment and media industry is undergoing tremendous change. The advent of Over-The-Top (OTT) services in recent years has changed customers' expectations and experiences. OTT refers to content suppliers who build on top of existing internet services. A streaming service or application that bypasses cable, broadcast, and satellite television networks and is made available to customers directly through the internet is referred to as OTT. An OTT streaming platform typically comprises a library of premium video material in various languages and genres. According to BI India Partner (2021), "India's OTT audience now stands at 353.2 million (or 35.32 crores) individuals". With the universal access to broadband internet, various platforms like Netflix and

Disney-plus Hotstar have emerged and steadily grown in popularity by catering to hungry media viewers and accommodating their busy and hectic lifestyles (Jain, 2021). In India, there are about 40 OTT services providers. The media industry's disruptive innovation has produced OTT platforms (OTTPs), and they are here to stay (Burroughs, 2018).

In the last few decades, the entertainment and media sector has snowballed. According to Sheth et al. (2021), "online video consumption has skyrocketed, and India's online video user base has grown to over 350 million users, expanding 24 percent between 2018 and 2020, nearly twice as quickly as markets like China and Indonesia". Consumers are no longer dependent on TV to entertain themselves, as the television programming remained unchanged with minor tweaks and additions, which led to a massive shift in how the young generation accesses and consumes content (Yaqoub et al., 2023). The traditional TV-watching experience is no longer restricted to real-time or the living room TV screen. Content is now consumed on smartphones, laptops, tablets, handheld devices, and game consoles whenever and wherever people like. This transformation has encouraged the digital environment to pick up the pace and global streaming platforms to gain a new audience (Kumari, 2020).

Over-the-top (OTT) platforms deliver TV and movie material online at the customer's request and according to their specific requirements. Since viewers can get material from any streaming service on their preferred screen thanks to the growth of smartphones, ubiquitous internet use, ease of accessibility, and low cost of high-speed internet on the market, OTT platforms have grown significantly. The streaming industry and audience both appreciate its digital aesthetics (Jain, 2021).

Over the past couple of years, OTT viewing has greatly expanded in India, changing the preferences of young consumers. Numerous factors, including annual income, age, the absence of ads, and convenience, have affected the development of OTTs in India (Madnani et al., 2020). Previous studies (Mulla, 2022; Bhullar & Chaudhary, 2020; Kim & Kim, 2020; Park, 2019; Massad, 2018; Cha, 2013) reveal many functionalities offered by OTTs such as age, binge-watching, content, convenience, cost-benefit, lack of self-control, location, price, recommendations, self-efficacy, socialization, and time spent online. According to research, digital natives spend more time each day across all their devices—nearly 11 hours—consuming material than any other age group (Friederich et al., 2023).

From various studies in the past, it is very clear that the OTTP is transforming. Being an interesting topic, it has grabbed the attention of researchers from multiple domains in recent times. So, it is possible that many researchers might be doing research on this topic simultaneously from different parts of the world with different perspectives. In contrast to the study by Mulla (2022), the present study conducted a thorough review of the literature and verified it with interviews of experts. But what remains to be explored is a list of comprehensive factors that are leading young consumers to adopt the usage of OTTPs. Although some literature has identified various reasons that are contributing to the progression of OTTPs in India, little research has been done on how young consumers are adopting OTTPs. A thorough study that outlines in detail the comprehensive view of consumer preferences that ever led to the popularity and adoption of OTTPs in India is still required.

The ability of OTT to entice young consumers is a complex problem to solve, and an even more difficult challenge in this domain is understanding the perspective of the consumers. Under the complexities of the digital ecosystem, scholars are needed to re-examine (Chang & Chang, 2020). Mulla (2022) claimed that there was a critical need for literature about OTT and its use. Therefore, OTT requires an extensive review of the literature, as few studies have been conducted. The authors also used experts' perspectives to obtain unpublished information and wisdom regarding OTT. In this paper, the authors integrated all information gathered from different qualitative methods in the proposed and novel framework for adopting OTT services and presented the research propositions.

This study is the first bibliographic study of OTTPs, presenting one of the research gaps in

this area and directing the perspective of future research. Using the bibliometric method, this paper aims to identify and understand the comprehensive list of decisive factors contributing to consumers' adoption of OTTP services through extant literature review, computer-aided analysis, and semi-structured interviews with experts. Additionally, the lack of integrative review papers contributes to the fragmentation of knowledge in this discipline.

The study attempts to overcome this fragmentation by conducting an integrative analysis of the existing literature on the variables impacting consumers' adoption of OTTP services. This study synthesizes and improves knowledge of young customers' perspectives on adopting OTTP services through its research propositions (RPs) for each factor and conceptual framework.

2. Methodology

In this study, a stepwise investigation process was used which adopted qualitative methods. Firstly, bibliometric analysis explored the growth of publications, journals, and authors on the topic of OTT, making it a valuable resource for academics looking to publish research and gain a better understanding of this area for future studies. In addition to this, the study offered new insights by using co-citation analysis to identify research clusters. Following this, a literature review of selected research papers was conducted to identify factors for adopting OTTP services.

The paper then employed qualitative methods, including Computer-Aided Qualitative Data Analysis (CAQDA), to reveal the latent knowledge structure surrounding OTT and uncover the key factors influencing OTTP adoption. The frequency of these factors was visualized using a word cloud, and a word tree was created to further break down each essential factor into sub-factors. Semi-structured interviews with experts were then used to develop a framework for analyzing these factors and sub-factors, ultimately leading to the identification of research propositions (RPs) for each factor.

2.1. Identification of OTT related research clusters through bibliometric analysis

Bibliometric analysis is described as a statistical evaluation of published journal papers, books, or other articles. It is a valuable tool for determining the impact of publications, researchers, or organizations in the scientific community. The application of statistical methods to literature to uncover the historical growth of the subject and patterns of publication, authorship, and usage is important. To achieve the goals outlined in the previous section, a broad search string for literature containing terms related to OTT was created. On January 17, 2022, a search of the titles, abstracts, and keywords of documents indexed since 2011 in the following Dimension databases yielded 6279 results, as shown in Figure 1. Because some of these sites were not relevant to this research, Dimension's filtering tools were used to narrow the search results and only maintain materials directly related to OTT. Sources in the medical and health fields, for example, were omitted. There were 928 articles in the database at the end of the process.

The VOS viewer exported the complete record as well as cited references of those resources for bibliometric analysis. VOS viewer is a tool that creates a bibliometric network of authors, publications, journals, organizations, and nations using a user-friendly graphic interface. These networks are created using analyses such as co-authorship, co-occurrence, citation, bibliographic coupling, and co-citation. This methodology is important for this study because it identifies significant research subjects and finds large research clusters related to OTT using item co-occurrence analysis. Based on bibliographic information obtained from Dimension's core collection, authors prefer to analyze co-authorship between various nations and create country co-authorship visualization maps with VOS viewer. Each country's production of items is indicated by the size of its circle. The distance between any two circles demonstrates the degree of co-authorship between them. The color gradient in the bottom right corner shows how the hue of each circle relates to the typical publishing year of the author. A visualization map of country co-authorship overlays is shown in Figure 2.

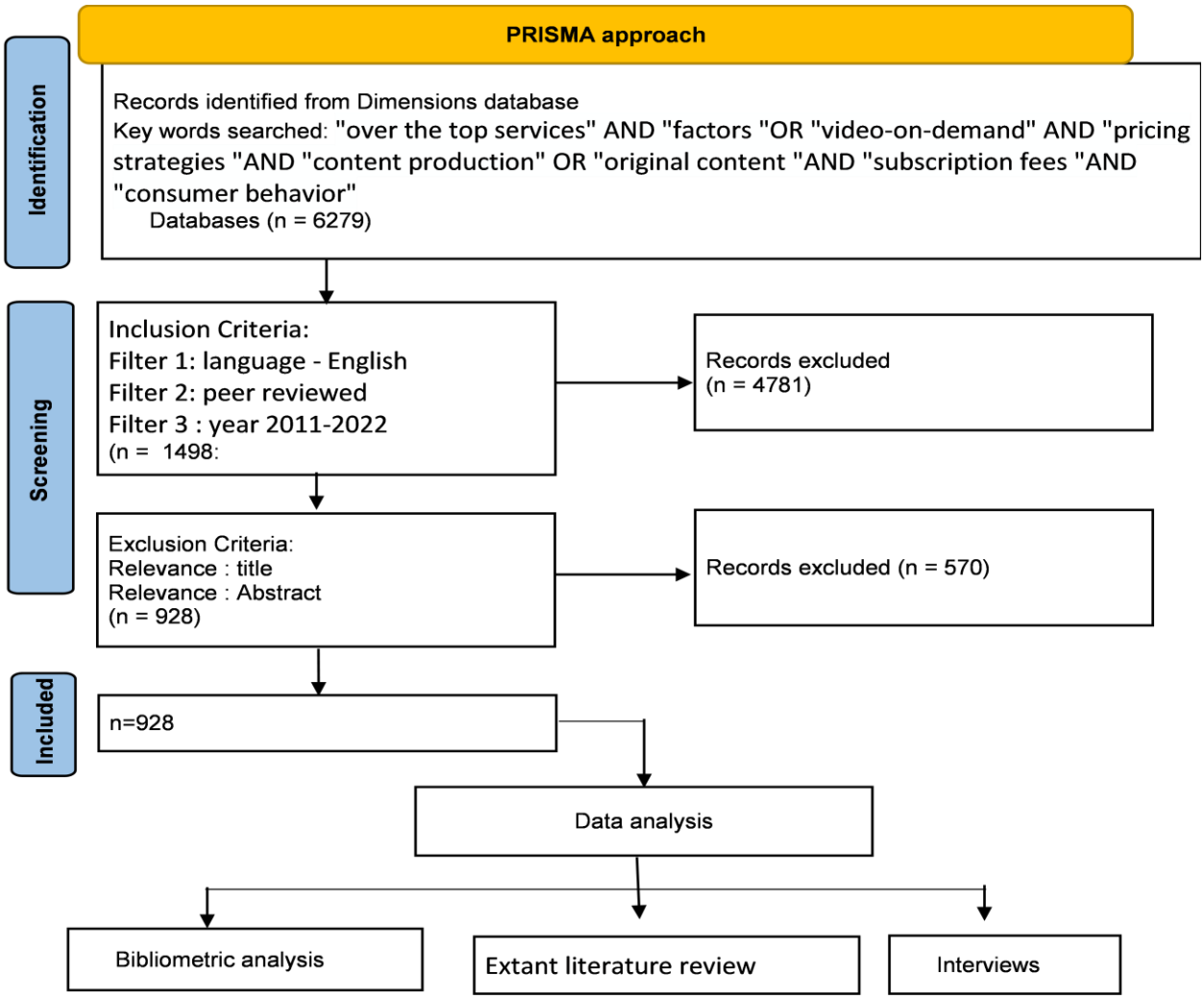

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Figure 1: PRISMA Approach

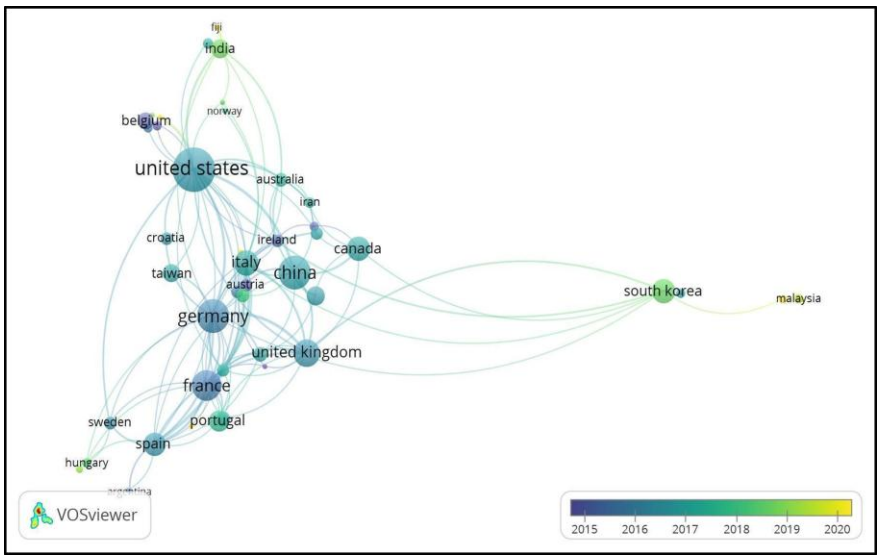

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Figure 2. Country Co-authorship Overlays Visualization

The VOS Viewer's co-citation visualization function module was used to research the country's OTT publication. As a result, the closer the academic link is, the shorter the line between the two objects. The number of papers that have been co-cited is indicated by the size of the circle; the larger the circle, the more papers that have been co-cited. Figure 3 displays a map of the country's co-citations with a color gradient in the bottom right corner.

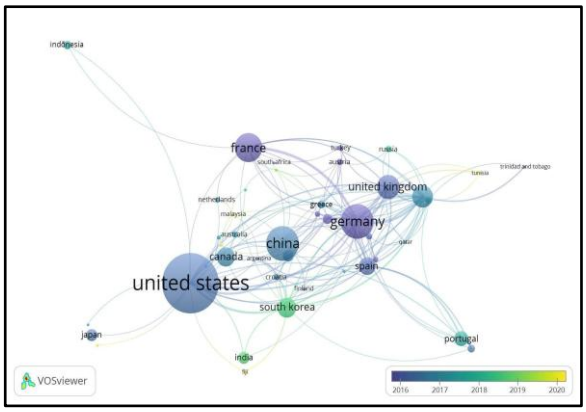

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Figure 3: Co-citation Country Overlay-Visualization

Table 1: Factors addressed in the literature

FACTORS	AUTHORS (YEAR)
Monthly/ yearly subscription price	Budzinski et al., 2019; Cebeci et al., 2019; Arkensberg et al., 2021; Bhullar & Chaudhary, 2020
Offer and discount on the subscription price	Budzinski et al., 2019; Cebeci et al., 2019
Comparison with substitutes like tv, theatre etc. and competitors	Burroughs, 2018; Kumari, 2020; Dastidar, 2020
Bundle/ individual pricing	Budzinski et al., 2019; Cebeci et al., 2019
Premium services	Burroughs, 2018; Capastru, 2017; Chao et al., 2016
Perceived satisfaction	Bhullar & Chaudhary, 2020
Local content	Burroughs, 2018; Kumari, 2020; Westcott et al., 2019
Foreign language content	Bhullar & Chaudhary, 2020; Kumari, 2020
Regularity of content	Dasgupta & Grover, 2019; Kumari, 2020
Quality of content	Chao et al., 2016
Recommendations	Cebeci et al., 2019; Chao et al., 2016
Subtitles and audiovisual aids for foreign content	Kumari, 2020
Multiple device compatibility	Dastidar, 2020
Easy user interface/ user friendly	Dasgupta & Grover, 2019; Cebeci et al., 2019
Application stability & speed	Chao et al., 2016; Dastidar, 2020
Personalized content delivered (based on likes and dislikes	Burroughs, 2018; Bhullar & Chaudhary, 2020
Video Quality, data usage, capacity to download content, fast forward, rewind	Dasgupta & Grover, 2019; Burroughs, 2018
Customer support	Holm & Günzel-Jensen, 2017
Mobility	Dasgupta & Grover, 2019; Kumari, 2020
Offline access	Dasgupta & Grover, 2019; Chao et al., 2016
Refund policy	Telecom Regulatory Authority of India [TRAI], 2015
Privacy	Chao et al., 2016; Bowman, 2019; Bhullar & Chaudhary, 2020; Verma & Shri, 2022
Protection against data theft	Capastru, 2017; TRAI, 2015; Chao et al., 2016; Bowman, 2019; Bhullar & Chaudhary, 2020; Verma & Shri, 2022
Proper non-disclosure agreements.	Holm & Günzel-Jensen, 2017
Censorship	TRAI, 2015; Rahul & DineshBabu, 2021

Source: Developed by Authors

2.2. Identification of factors through literature review

The study aimed to identify the significant factors that impact the adoption of OTT services by consumers. To accomplish this, a total of 928 research papers published between 2011 and 2022 were analyzed, with the selection of papers based on dimensions data to enhance the comprehensibility of the literature review. The flow of methodology for identification of factors is shown in Figure 4. Firstly, through review of extant literature, 42 OTT adoption factors were identified and listed. Thereafter, the authors solicited approval from experts to participate in this research. A panel was constituted, and the OTT factors' consolidated list was shared with them for their views on the suitability of factors for OTT adoption. Next, through an online meeting with experts, a thorough discussion was held regarding merging and excluding factors to be added to the final OTT list. Lastly, as per the experts' suggestion, only those factors were included that were theoretically and practically discriminant, i.e., unrelated to each other. These factors were operationalized in the current literature. This exercise yielded a comprehensive list of 25 factors of OTT as listed in Table 1.

standpoint. The OTT adoption factors' frequency was examined using a word cloud, Word cloud was generated by the abstracts of 928 articles, with the help of the tool "wordclouds.com" where the top four highest frequencies were content, cost, cyber security, and convenience. With even a cursory inspection, the word cloud effectively conveyed a quick and preliminary knowledge of the essential factors for an OTT consumer.

Source: Developed by Authors

Figure 5. Word cloud of factors of OTT consumers

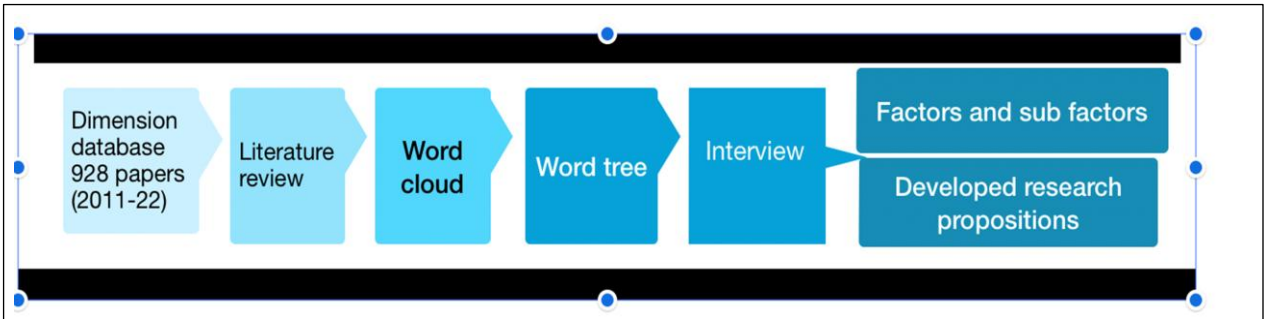

Figure 4: Flow of Methodology

Source: Developed by Authors

2.3. Computer-aided qualitative data analysis

Authors employed computer-aided technology to comprehend and strengthen the literature review, substantiate the identified factors, and avoid manual errors.

Firstly, the authors used the word cloud to identify essential factors of OTT consumers (Figure 5). Word-cloud assisted in understanding the overall composition of the often-used phrases, allowed an outline of the primary subjects and the main themes in textual content, and illustrated the primary

Secondly, the authors used a word tree to analyze the essential factors for an OTT consumer which were identified from a word cloud. Both word frequency and context are displayed in the WordTree visualisation. The term or phrase's frequency is represented by size. A user-selected word or phrase serves as the tree's root, and the branches represent the circumstances in which the word or phrase is used throughout the text. Selected full papers were used in free web tool "jasondavies.com" to create a WordTree representation. After conducting early analysis, patterns emerged,

and similar factors resurfaced, that is cost in Figure 6, content in Figure 7, convenience in Figure 8, and cyber security in Figure 9, followed by the sub-factors.

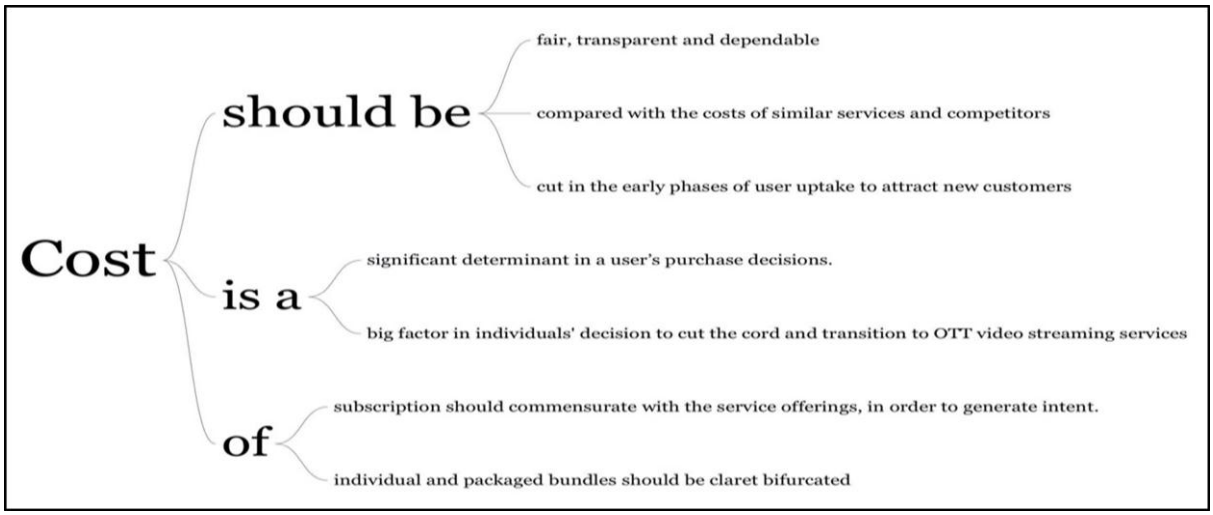

Figure 6: Word Tree of Cost

Source: Developed by Authors

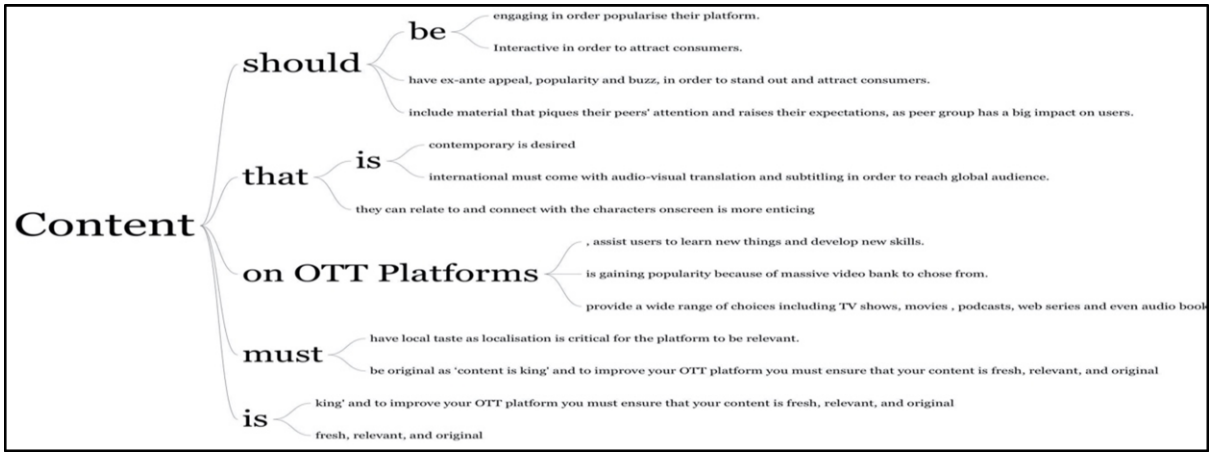

Figure 7: Content Word Tree

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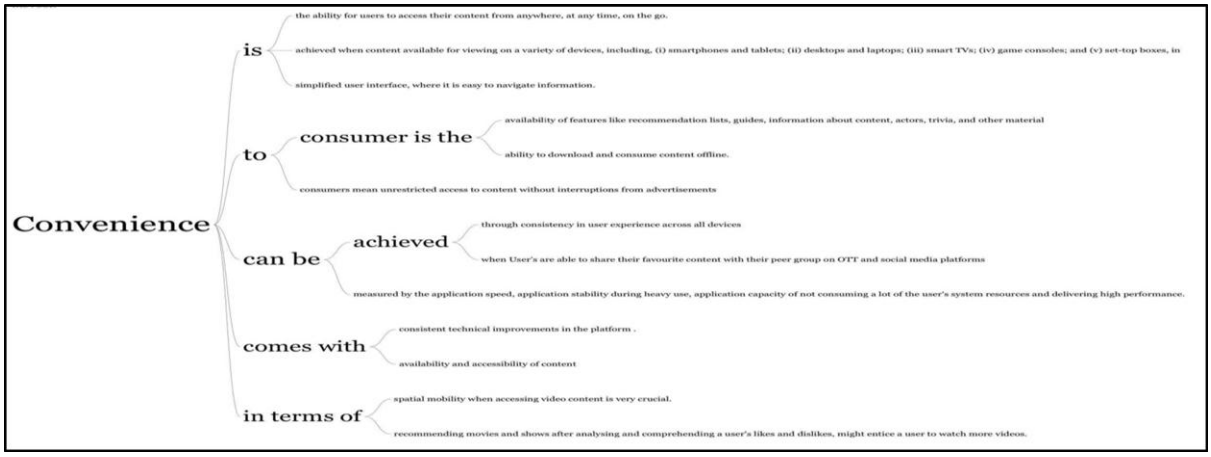


Figure 8: Convenience Word Tree

Source: Developed by Authors

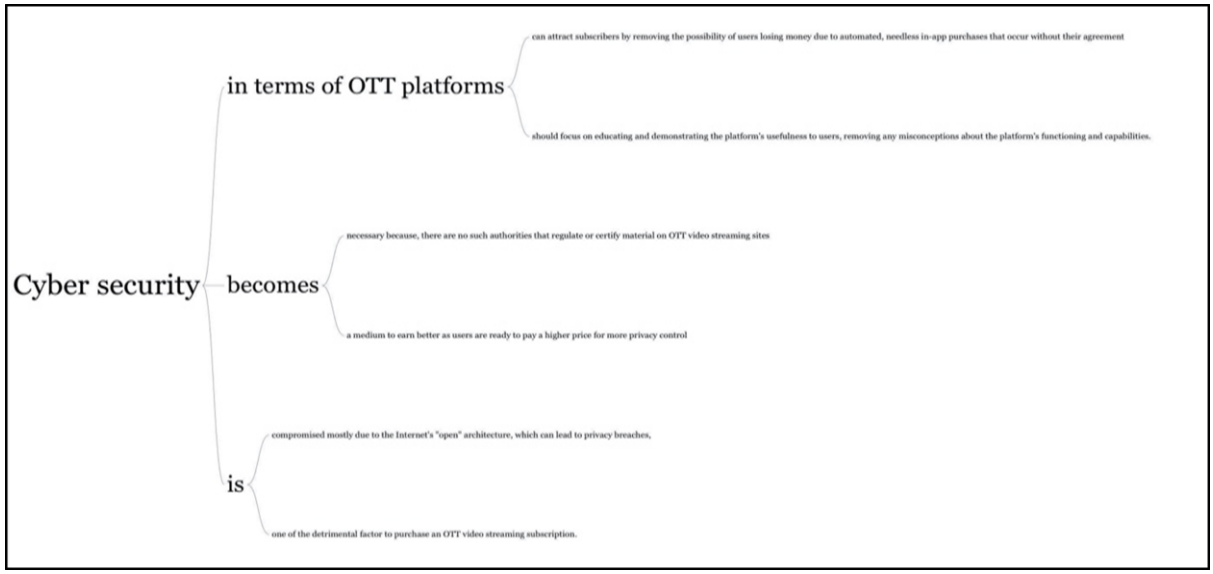


Figure 9. Cyber Security Word Tree

Source: Developed by Authors

2.4. Participants' elicitation through semi-structured in-depth interviews

Based on critical factors, viz. content, cost, convenience, and cyber security, identified in previous sections, this portion covers the elicitation of semi-structured in-depth interviews of fifty-five young consumers and five experts in this domain. Several factors were taken from the literature, and an interview was held to confirm the findings before including them into our study.

Young consumers were selected for the interview because according to a report by KPMG India and Eros Now, around 89% of India's OTT platform users are below the age of 35 years old. According to a report by the consulting firm Boston Consulting Group (BCG), nearly 90% of OTT users in India are under the age of 35. This can be attributed to several factors, including the growing popularity of smartphones, increasing internet penetration, and the availability of affordable data plans. These young consumers were regular viewers of OTTPs and aged below 35 years. Domain experts are those who work in this industry. In this study, participants' elicitation is done to make explicit and usable the unpublished information and wisdom that participants possess, based on their accumulated experience and competence and their understanding of the limitations, strengths, and flaws of published knowledge and available data on OTTP. The authors emailed or called over phone interviewees to get their permission to participate. Following that interview was scheduled through an online meet. The writers used a structured interview guide to ask questions (Table 2), and participants' opinions are summarized in Table 3. As per Irvine et al. (2013), "these questions should be open-ended and framed to elicit unstructured replies and lead to the discussion." So, each question was conveyed in the same manner to all participants and further probed the responses to gain a deep understanding of the initial responses to get significant and rich data.

Table 2: Battery of questions for Interview

~ How do you define OTT?
~ What prompted the transition to an OTT platform?
~Which factors, in your opinion, attract a customer to the OTT platform?
~On the OTT platform, how does price influence purchasing decisions?
~How do you think OTT is priced?
~Is it safe to be on the OTT Platform?
~What are your thoughts on available content on the OTTP?
~What are the drawbacks of OTTP, in your opinion?
~What are your views about censorship of content on OTT
Source: Compiled by Authors

Table 3: Participants' Opinion

~ How do you define OTT?
"OTT helps deliver the film and TV content by means of online, with no need of users' subscription to a satellite TV or cable."
"Use internet connection to play tv shows and movies."
"A media service that is given directly to viewers through the internet is known as OTT media service."
"Content available with a subscription."
"Delivering content over the internet."
"Content that can be viewed using an internet connection instead of satellite tv or cable connection."
"Content providers go over the top the existing internet service."
"A direct-to-consumer online audio and video streaming service is known as an OTT platform."
~ What prompted the transition to an OTT platform?
"No advertisements."
"Quality content and cost-effective subscription rates."
"Can watch anywhere and anytime."
"Users decide when and what content they want to watch."
"No censorship"
"Binge-watching"
"More shows, more availability, and access to your content anywhere."
~Which factors, in your opinion, attract a customer to the OTT platform?
"Customization"
"Smart recommendations "
"Content quality"
"Downloadable/offline videos"
"Perceived enjoyment and user interface"
"Live streaming service."
"Multiple user accounts"
"Multiple content categorization"
"Watching movies, web series etc., on OTT platform is cheap."
"Creating personalized watchlist."
"Low price range for consumers and its on-demand service"
"Multiple device compatibility"
~On the OTT platform, how does price influence purchasing decisions?
"OTT platforms are cost-effective for binge-watchers. People can watch movies and other content for simply a monthly subscription, and they don't have to pay for each one individually."
"Massive savings in terms of expenses per movie outings"
"Way cheaper than satellite TV"
"Very expensive as we have to subscribe to multiple platforms."
"Packages are economical as there are offers and discounts."
"It is inconvenient to pay multiple subscriptions."
"I prefer free content over premium subscription."
~ How do you think OTT is priced?
"Economical"
"Cheap"
"Expensive"
"Fairly priced"
"Compared to other medium pricing is reasonable."
"It's worth it."
"Low priced"
"Overtly priced"
~ Is it safe to be on the OTT Platform?
"Yes, it is safe."
"Access to adult and explicit content by kids makes it unsafe."
"Absolutely"
"It is safe in terms of monthly/ yearly subscription payment."
"Easy refund policy makes it secure."
~What are your thoughts on the content available on the OTT platform?
"Broad range of entertainment."
"High-quality content."
"Region-specific content."
"Age-specific content "
~ What are the drawbacks of OTT, in your opinion?
"Poor network connection can impact the viewing experience."
"Online Security"
"Privacy"
"Showing the wrong content."
"Internet connection is required."
"Taking subscription of various OTT platforms makes it expensive."
"Offering poor user experience."
"No censorship"
~What are your views about censorship of content on OTT?
"People can choose what to watch on OTT platforms as censorship removes right to choose."

"OTT platforms mention the appropriate age to watch that content."
"If the content is censored, the content may stoop to the same level as television content."
"Reduces creative freedom"
"Self-censorship should be promoted"
"Prevents people from seeing obscene and explicit materials."
"Limits diversity of content."

Source: Developed by Authors

3. Proposed conceptual framework

A conceptual framework is proposed that explains which factors and sub-factors may influence the decisions of young consumers on the adoption of OTTPs through participants' opinions and extant literature review. It is important to understand consumers' expectations from any service to grow and have a competitive advantage. The entertainment industry is transforming so fast to make companies completely leverage OTTP services by understanding factors influencing the decision of consumers to adopt. Supported by the review of the accessible literature on the topic, and the findings obtained from qualitative investigation, the essential factors for the adoption of OTTP services by young consumers were identified. The theoretical model that emerged from selected qualitative analysis primarily focused on the consumers' point of view and put forward factors that help consumers decide to adopt OTTP services. Many adoption theories about consumer behavior exist to recognize whether people accept new services/technologies and their reasons. These models are used in various fields to get a better process to evaluate and predict the responses. In literature, diverse frameworks have been created to explain the user's adoption based on various factors in the existing models. Commonly used adoption models given in literature are summarised in Table 4.

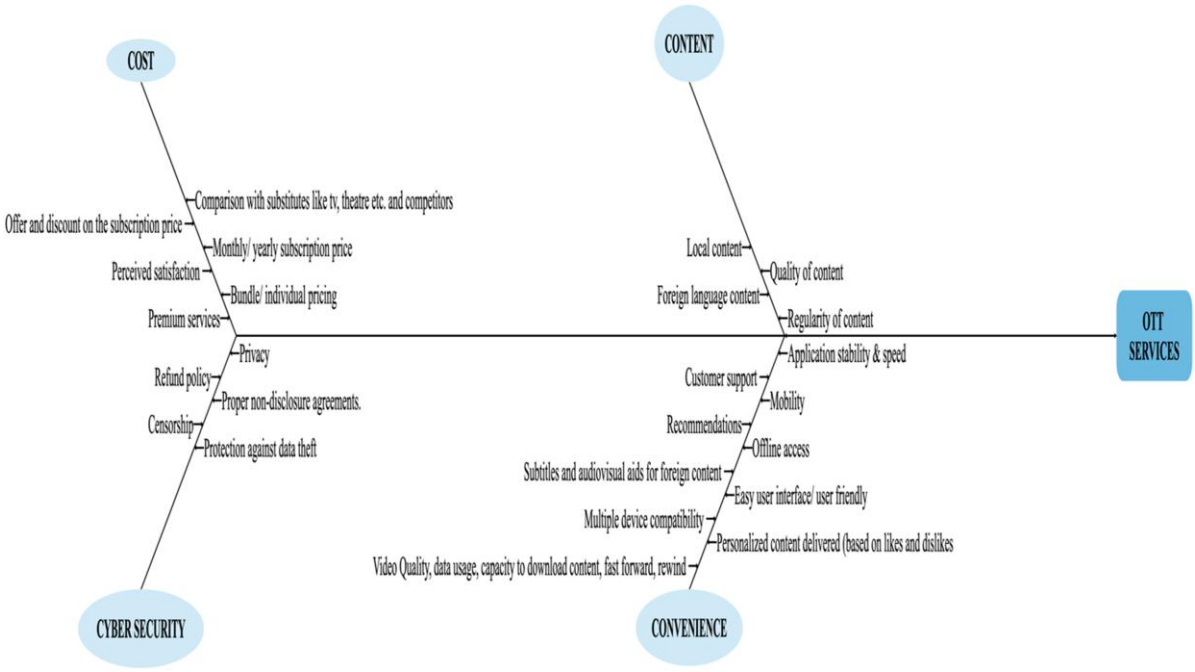
Table 4: Various Adoption Model

Adoption Models	Authors (Year)
Theory of Reasoned Action	Fishbein & Ajzen, 1977; Tefertiller, 2017; Yang et al., 2017
Theory of Planned Behaviour	Ajzen, 1991; Cronan & Al-Rafee, 2008; Dorr et al., 2013; Khatibi et al., 2011; Kwong & Park, 2008; Leung & Chen, 2017
Technology Acceptance Model	Camilleri & Falzon, 2021; Bhatt, 2022; Cha, 2013; Lee et al., 2019; Gupta et al., 2021
Extension of Acceptance Model	Lallmahomed et al., 2013; Li, 2020; Tefertiller, 2020
Diffusion of Innovation	Lallmahomed et al., 2013; Li, 2020; Tefertiller, 2020
Unified Theory of Acceptance and Use of Technology	Venkatesh et al., 2003; Barata & Coelho, 2021; Chang, 2012; Malewar & Bajaj, 2020
Task Technology Fit Model	Goodhue & Thompson, 1995
Technology-Organization-Environment	Tornatzky and Fleisher, 1990
Social Judgement Theory	Sherif & Hovland, 1980
Social Cognitive Theory	Bandura, 1991
Media Complementarity Theory	Dutta-Bergman, 2004
Niche Theory	Dimmick & Rothenbuhler, 1984
Hedonic-Motivation System Adoption Model	Lowry et al., 2013
Uses and Gratifications theory	Dasgupta & Grover, 2019; Joo & Sang, 2013; Kim et al., 2016

Source: Compiled by Authors

However, none of the models is put forward directly in this study, but the presented 4C framework has been referred to and backed by various theories. The aim of the study is to bring forth a comprehensive list of factors of OTT adoption rather than limiting it to any variables specific to existing models.

The proposed framework that emerged from the qualitative investigation and combines aspects of various adoption theories facilitates research development and aids in comprehension of the findings. The constructs or factors considered in the framework are elucidated in subsequent sections, and Figure 10 displays the main four factors, viz. cost, content, convenience, and cyber security further supported by six, four, ten, and five sub-factors, respectively.



Source: Developed by Author

Figure 10: 4C conceptual framework of factors influencing OTT services

4. Developing Research Propositions

Based on the proposed model, a set of RPs about the effects of specific factors such as premium services, local content, quality of content, refund policy, privacy, offline access, etc. on an OTTP adoption decision is presented. The authors generated RPs after extant literature on each factor of adoption of OTT. Propositions are rational statements that are linked together by encompassing two or more variables of a concept. The propositions offer guidance for future research on OTT adoption and to managers preparing for upcoming competition and improving their platforms to fit customer preferences. The varied factors that enable users to transition to OTT consumers are depicted in the 4C framework for adopting OTT services, comprising cost, content, convenience, and cyber security in the below sections.

4.1 Content

One of the main reasons OTT service providers are gaining popularity is their massive video content banks (Dasgupta & Grover, 2019; Kumari, 2020). Subscribers to an audio-visual subscription have access to a significant number of video content from which to choose and watch. According to Dasgupta and Grover (2019), it is one of the leading reasons driving OTT adoption among millennial customers. In keeping with their research, users desired contemporary, interactive, and entertaining content to engage with. They added that if the content isn't compelling, the platform's other marketing features won't popularize it. One of the primary causes driving the rapid proliferation of services is content (Burroughs, 2018). According to the study, OTTPs must now track user preferences and deliver content based on those preferences due to customer demand for client accessibility. According to Cha, there are seven different content forms, including dramas, comedies, news, reality shows, documentaries, instructional content, and entertainment magazine formats, and consumers' tastes vary depending on the genre (Kim *et al*., 2016; Nigam, 2022). Few scholars (Allam & Chan-Olmsted, 2020; Camilleri & Falzon, 2021) have claimed enjoyment, fun-seeking, relaxation, and entertainment are some motivators for adopting entertainment devices.

Netflix, a well-known streaming service, creates a lot of native and Indian vernacular content so that users may interact with it more effectively. They will be more competitive in the market. If viewers engage with and develop relationships with the streamers' on-screen personalities, they are more likely to

subscribe (Burroughs, 2018). Internet users can also learn new things and develop new skills by consuming material from OTTPs. Every month, Netflix customers spend over 10 billion hours on average watching content from the service (Burroughs, 2018). As a result, any OTT video streaming platform's content database capacity is an important consideration. The availability of foreign content is one of the most frequent complaints individuals have regarding OTT video streaming services. Most OTT video streaming platforms are international, with a library of foreign content accessible in many parts of the world. To preserve global market leadership, Disney-plus Hotstar and other transnational OTT video streaming services have actively expanded into new countries and made their content collection available (Kumari, 2020). In such cases, content localization is critical to ensure that the platform is relevant and corresponds to consumers' local preferences and tastes. To solve this issue, OTT service providers should invest in subtitling for all of their international content and audio-visual transcription. Netflix consults with local customers to obtain subtitling advice to maintain a localized flavor (Kumari, 2020).

The next significant stumbling block for an OTT service provider's business is fierce competition from the film and television industry. Because people are accustomed to watching material on TV and in theatres, OTT video streaming platforms' content must attract customers (Burroughs, 2018). One way to attract viewers is by producing original television programs. It demonstrates how highly regarded OTT video streaming services are as content producers that they are now producing original material, like Netflix. Netflix users like and are more familiar with original TV shows than movies since they provide more content than a two-hour movie. Amazon Prime, a known platform, has set aside a budget of five hundred crores to deliver various original shows with leading Indian filmmakers, recognizing the value of original content. Family Man and other original television programs, such as "The Scam 1992" (Harshad Mehta), have ardent fans (Burroughs, 2018). OTT services now produce significant consumer viewing, subscription income, advertisement spend, and network mindshare (Burroughs, 2018). Due to the arrival of digitization and the inclusion of additional displays in our lives, conventional television's monopoly has been lost. Subscription price, video quality, a simplified interface, tailored, offers, interactivity, flexibility, and other elements, according to his study, all contribute to the success of OTT TV (Kumari, 2020). A customer's disposition to buy a subscription is closely connected to the popularity, buzz, and attractiveness of a show or a movie. Constraints on content consumption led to a desire to acquire a subscription. Based on the discussion, the authors propose:

RP1: Quest for global content, diminishing language barriers, and convenience of subtitles compel consumers to adopt OTTPs.

RP2: Accessibility and availability of home-grown content, vernacular viewership, and power of local stories fuel the adoption of OTTPs.

RP3: Original and consistent content intensifies the adoption of OTT services.

RP4: Various facets of content like dramas, comedy shows, news, reality shows, etc have an impact on the adoption of OTTPs.

RP5: Enjoyment, desire for pleasure, fun-seeking, relaxation, and entertainment value motivates young consumers to adopt OTTPs.

4.2. Cost

Cost is a significant determinant in a user's purchase decisions (Burroughs, 2018). According to their research, consumers migrate far away from cord suppliers to streaming services due to the low cost and suppleness of just the services they utilize. The study additionally discovered that cost is a significant consideration in individuals' decisions to cut the wire and use OTT video streaming services as the former has installation cost, deposit fee, or additional costs like set-top boxes (Mulla, 2022). If the new medium can deliver better outcomes, it will begin to operate as a replacement (Kumari, 2020). In countries like India, wherever there is a low propensity to spend and various smuggled markets delivering video material free or at low costs, it's vital to follow a good valuation strategy to draw users to video streaming services (Burroughs, 2018; Lobato & Lotz, 2020). According to the study (Bowman, 2019; Bhullar & Chaudhary, 2020), OTTPs should also create effective strategies

to prevent illicit markets. Users prefer packaged bundles of OTT services, according to their research, since they provide them with the freedom to utilize whichever service best matches their needs at any time. Confirmed that discount offers substantially impacted a user's call to buy an OTT subscription (Budzinski *et al*., 2019). In line with Chao *et al*. (2016), streaming platforms should solely give free services to consumers for a restricted time. Users are enticed to acquire a subscription when given a sample of the complete service for a limited time. Free consumers should be viewed as an asset and a sales tool rather than as an expense for conducting business. They offer crucial feedback on product usability and features and help test and conceptualize the freemium portfolio (Holm & Günzel-Jensen, 2017). The most serious problems the OTT industry faces are illegal markets that offer clients free, plagiarized content. Net thieves make the most of such online streaming sites because the internet market grows, invades the content, and shares it on pirated sites (Chao *et al*., 2016). On the other hand, OTT service providers must take steps to engage users in modification instead of stigmatizing or criminalizing their behavior in accessing purloined content. Once consumers acquire material for free, it's harder for OTTPs to steer them to get hold of and take their services. As a result, OTT streaming services should take all necessary precautions to mitigate the risk, comprehend and apply laws, and craft specific terms of service for purchasers (Holm & Günzel-Jensen, 2017).

Given the significant threat posed by unfettered illegal markets, OTT video streaming platforms should establish legal solid and technical teams. Another issue that OTT platforms confront is persuading users to accept and pay for a new service. A customer's transition from an existing service to a new provider is tough. Users still believe that they should use the internet primarily to consume free stuff. One of the most excellent methods to deal with this scenario is to package the service with another service. For instance, Airtel Xstream Fiber and Reliance Jio Fiber are recognized for bundling programs, which combine high-speed internet, television, and phone services for a low-cost monthly fee (Pal, 2022). These schemes can be used to bundle OTT video streaming services to evaluate their services with an existing customer base. Netflix, for example, has partnered with the website Tinder, where Tinder users can appear as contestants on a dating show to expand its customer base eventually (Jha, 2021). On the other hand, Amazon Prime tied the knot with Airtel for an exclusive, only mobile offer for pre-paid subscribers at a rock bottom price of Rs. 89 a month- a first-of-its-kind move meant to expand its market (Gupta, 2021). These collaborations with other OTT platforms will dramatically grow the user base.

In the early phases of user uptake, OTT video streaming firms may potentially profit from lower subscription costs. Netflix increased the number of people who use its streaming services in India by charging only 199 rupees per month for access to its vast database. For 999 a year, Amazon offers access to tens of thousands of movies and television series. Once consumers are on the platform and begin to utilize it, they will become accustomed to the behavior, and the cost impact may diminish over time. Coming up with novel company concepts is yet another way to cut costs. OTT video streaming providers make money from promotions and offer price-based content. Customers who wish for more material and fewer adverts will have to be compelled to pay a higher price (Burroughs, 2018). OTT service providers can differentiate their free and paid offerings with a definite offering. When users believe that the value of the service outweighs the cost of a subscription, they generate buy intent (Bhullar & Chaudhary, 2020). Hence, the authors propose:

RP6: Offers and discounts on yearly purchases, freemium, and free trials incentives the adoption of OTTPs.

RP7: App aggregation and telecom plan bundled with OTT media services instigate adoption of OTTPs.

RP8: Cost-effective model with monthly or yearly subscription, flexible, dynamic and differential pricing strategies impels adoption of OTTPs.

RP9: No installation cost pushes adoption of OTTPs.

4.3. Cyber Security

The severe foremost issue with any internet-based technology is data theft (TRAI, 2015).

The secure management of consumer data by streaming companies is critical. Content broadcast on streaming platforms isn't subject to control. The study found that people would be prepared to pay more for more privacy. In line with the study (TRAI, 2015), the efficient self-regulation related to material and, therefore, technology that enables the classification of material in a quick procedure are the reasons for Netflix's success.

OTT service providers exercise recommendation algorithms to suggest video material to users. A user's propensity to buy a subscription is determined by a combination of factors, including trust and safety. The researcher urged that service providers take adequate measures to stop anonymous attackers from gaining access to personal information and preserve security. They even pointed out that the OTT industry is dealing with several difficulties related to internet safety, including security issues, harmful software, reconnaissance, denial of service, safety concerns, and social engineering (TRAI, 2015).

The risk of exchanging data via the net is primarily due to the internet's open architecture, which may cause privacy breaches, compromised cyber security, and cybercrime. Most OTT video streaming services are accessed via mobile devices. The risk of personal information being exposed to cyber hackers is increased because phones are always connected to the internet. The researcher discovered that online platforms must produce a detailed privacy policy for consumers regarding disclosing users' data to alleviate their privacy concerns. This policy should clearly state that any data gathered by the platform will never be disclosed to third parties without the user's permission and will always be kept private. This difficulty can be solved by a strict non-disclosure agreement offered by the platform. An arrangement like this will help to improve general impressions of OTTPs. Another issue is that users easily have uncensored content (TRAI, 2015).

Before being screened in countries like India, films should be censored and granted a license from the Censor Board of Film Certification. The Broadcasting Content Complaints Council investigates TV channels. But no such bodies regulate or certify content for streaming sites. One of the beneficial features because content providers can develop content without fear of censure. This absence of government oversight has aided social media in attracting a growing pool of creators eager to experiment with various storytelling styles (Rahul & DineshBabu, 2021). Furthermore, countries like India are creating new regulations to regulate online expression, bringing digital producers at pace with other industries such as television and films. To make sure that the material they transmit is appropriate for family consumption and not obscene, vulgar, or in any other way inappropriate, OTT streaming providers should allow for self-censorship of content. Arkensberg *et al*. (2021) state that OTTPs in India must divide their material into the following five age categories: "U (Universal), U/A 7+, U/A 13+, U/A 16+, and A. (Adult)". Furthermore, for content with a U/A 13+ or higher rating, these OTTPs must incorporate reliable age verification technology and parental supervision. "OTTPs' popularity and availability of mobile phones make it simpler for youngsters to reach such content unintentionally. OTT video streaming providers should implement child lock technologies to safeguard minors from indecent exposure to address this issue. Therefore, the authors propose:

RP10: Censored content, stringent confidentiality agreement, and paramount data security impel the youth to adopt OTTPs.

RP11: Content categorization based on age, as well as parental controls, encourages consumers to use OTTPs.

RP12: Self-control and self-censorship are fostered to aid in the adoption of OTTPs.

RP13: Personal information security and a rigorous refund policy enable customers to adopt OTTPs.

4.4. Convenience

Another important factor contributing to the recognition of OTT streaming systems is the capacity for on-the-go users may access their stuff from anywhere, at any time (Kumari, 2020). It is necessary to make travel across these platforms time-saving and straightforward. Customers will benefit from this facility since it will allow them to do more tasks in less time. As a result, one of the primary drivers of OTTP adoption is convenience (Dasgupta & Grover, 2019). Since

today's audience prefers to watch videos without having to put much effort into it, OTT video streaming companies should make their content accessible for viewing on a variety of gadgets, such as laptops, phones, computers, TVs, game consoles, tablets, and set-top boxes, to attract customers (Dastidar, 2020).

According to the study (Chao *et al*., 2016), users' desire to purchase OTT video streaming service subscriptions was influenced by recommendation algorithms, resolutions, and viewing possibilities. Additional advantages like unrestricted accessibility of content without interruptions from advertisements and the capacity to download and consume content offline will encourage users to buy. The decision of users to upgrade to a premium account is influenced by their dislike of advertisements over audiovisual content and pop-up banners.

Customers who find the interruption of commercials during a program annoying are more willing to pay more to bypass the breaks. Customers are willing to pay a higher price if they can access and watch content from anywhere. OTT platforms must also simplify their user interface by making it easy to find information about the material, play it, or download it (Dasgupta & Grover, 2019). Any technology that is difficult to use cannot be considered beneficial. Furthermore, consumers do not have a favorable opinion (Cebeci *et al*., 2019). Complexity creates a negative attitude in users, making them less likely to purchase an OTT subscription. Another issue that OTT video streaming companies confront is that consumers constantly compare seeing content on a streaming platform to viewing it on a big screen.

According to the study, OTT video streaming platforms should prioritize application speed, user-friendliness, and stability under heavy use, while still providing excellent performance and not using a significant amount of the user's system resources. Streaming companies should ensure that customers have a quality experience regardless of network conditions (Dastidar, 2020). Quality assurance systems should be present to assess efficacy by acquiring statistics on time shift content playback and fast forward, skip, rewind, network conditions, and internet connectivity (Burroughs, 2018). Accessibility difficulties, such as low-bandwidth internet connections and power outages, cause users a bulk of challenges when accessing these platforms (Chao *et al*., 2016). Platform features such as recommendations were crucial for consumer uptake. According to studies looking at user behavior when watching videos, customers are far more willing to watch videos if it includes features like smart suggestions (Burroughs, 2018).

In the eyes of an OTT video streaming service user, a recommendation system is of higher quality if it possesses the following characteristics: clarity, a singularity of the recommended content, attractiveness, and informational appropriateness. The platform must be flexible enough to offer suggestions for content that take the user's preferences into account (Bhullar & Chaudhary, 2020). Netflix makes good use of recommendation systems and displays House of cards to customers most likely to watch and appreciate the series based on its recommendation system. Users choose premium subscriptions because of the availability and discoverability of material and suitable recommendation lists. On the other hand, Binge-watching is more than simply a spectator sport among millennials and centennials (Dasgupta & Grover, 2019; Jenner, 2016; Yoo *et al*., 2021).

It is an important component of the growing streaming industry (Burroughs, 2018). An innovative collective viewing tool called Teleparty provides a special system to view online content with family and friends online. It adds group chat and synchronizes video streaming to any Netflix, Hulu, Disney Plus, or HBO Max show (Camilleri & Falzon, 2021; Malewar & Bajaj, 2020). Young people are increasingly connecting their television viewing with their friends, allowing them to discuss the episode as if they were all in the same room. Hence, from the above discussion, the authors propose:

RP14: Seamless navigation, ease and comfort, and simplified viewing experience encourage the adoption of OTTPs.

RP15: Accessibility across devices, community viewing experience, live streaming, and capacity to download content assist in adopting OTTPs.

RP16: High-definition video content, application speed, and stability compel consumers to adopt OTTPs.

RP17: Comprehensive recommendation engine and customized streaming service spur adoption of OTTPs.

RP18: Accessibility and easy availability of content has enhanced binge-watching among young consumers.

RP19: Socialization, social interaction, social viewing, and teleparty, drive young consumers to adopt OTTPs.

5. Theoretical contribution and practical implications

OTT has witnessed considerable research in recent years, but many unknowns exist due to its dynamic ecosystem. So, the study contributes to the literature on OTT services as its growing very fast and needs upgradation. This study explores key decisive elements contributing to young consumers' embracing OTT services. The research paper used bibliometric analysis to evaluate the OTT service industry's world trends from 2011 to 2021. There is a developing interest in the study of the rise of OTT and factors leading to the increase, which correspond to the urgent need for understanding the young consumers' perspective on adopting OTT. Bearing in the thought recognition of the popularity of OTT service providers, this study focuses on making a pivotal contribution to the developing state of knowledge on young consumer behavior and offers a comprehensive list of factors in the OTT domain. The paper has also brought nineteen RPs, which created the opportunity for researchers to probe further through empirical research.

While purchase intention is the goal of any company, factors influencing consumers' decisions to adopt are precious in marketing the services. And through proper qualitative investigation, the authors provided a holistic view of the current research status of OTT adoption factors. Many users adopted OTTPs during lockdown due to Covid-19, which enhanced competition among service providers to implement various strategies. Of specific interest for marketers and practitioners, the study identified the framework to serve their customers better and encourage them to interact with platforms. This also brings managerial implications to the forefront.

The study will aid OTTP management in better preparing for upcoming competition and improving their platforms to fit customer preferences. This would also be helpful for telecom companies to access the increase in bandwidth demand and OTT providers to forecast future views and subscriptions as well as methods they might use to retain their customers and enhance income. Beyond that, this research can help OTT providers to give valuable services and, as a result, satisfy clients.

6. Conclusions

This study diagnoses four significant factors: cost, content, convenience, and cyber security. A conceptual framework is used to map the exact breakdown into sub-factors essential for an OTT consumer. Structured literature reviews show that monthly subscription prices, discounts, individual and bundle pricing, etc. influence the cost component. The content component is driven by the production of local and foreign content without compromising the consistency and quality of the content. Adding varied features, such as recommendations for users, subtitles and audiovisual aid, multiple device compatibility, an easy user interface, etc., contributes to the convenience component. Adequate non-disclosure agreements, child lock, self-censorship, data theft protection, etc. encourage users to acquire an OTT under the cyber security component. This study has brought to the forefront many latest evident factors of OTT adoption by young consumers; some of which are in line with the literature and some less so. Through a thorough investigation conducted in the present study, nineteen RPs were derived and are shown in Figure 11.

7. Limitations and future scope

The interconnection of variables and the advantages of giving these variables priority are essential for gaining a thorough grasp of the factors affecting young customers' adoption of OTT services, and this appears to be one of the study's shortcomings. The authors do not investigate the extent and composition of variables empirically. Further empirical study through experiments and consumer interviews is crucial to identify the

Factors	Sub-factors	Related Research Proposition
Content	Local content	**RP1:** Quest for global content, diminishing language barriers, and convenience of subtitles compels consumers to adopt OTTPs. **RP2:** Accessibility and availability of home-grown content, vernacular viewership, power of local stories fuels adoption of OTTPs. **RP3:** Original and consistent content intensifies the adoption of OTTPs. **RP4:** Various facets of content like dramas, comedy shows, news, reality shows etc has impact on the adoption of OTTPs. **RP5:** Enjoyment, desire for pleasure, fun-seeking, relaxation and entertainment value motivates young consumers to adopt OTTPs.
	Foreign language content	
	Regularity of content	
	Quality of content	
Cost	Monthly/ yearly subscription price	**RP6:** Offers and discounts on yearly purchase, freemium , free trials incentivise the adoption of OTTPs. **RP7**: App aggregation and telecom plan bundled with OTT media services instigates adoption of OTTPs. **RP8:** Cost effective model with monthly or yearly subscription, flexible, dynamic and differential pricing strategies impels adoption of OTTPs. **RP9:** No installation cost pushes adoption of OTTPs.
	Offer and discount on the subscription price	
	Comparison with substitutes like tv, theatre etc. and competitors	
	Bundle/ individual pricing	
	Premium services	
	Perceived satisfaction	
Cyber Security	Refund policy	**RP10:** Censored content, stringent confidentiality agreement and paramount data security impels the youth to adopt OTTPs. **RP11:** Content categorization based on age, as well as parental controls encourages consumers to use OTTPs. **RP12:** Self-control and self-censorship are fostered to aid in the adoption of OTT services. **RP13:** Personal information security and a rigorous refund policy enables customers to adopt OTTPs.
	Privacy	
	Protection against data theft	
	Proper non-disclosure agreements.	
	Censorship	
Convenience	Recommendations	**RP14:** Seamless navigation, ease and comfort, and simplified viewing experience encourages adoption of OTTPs. **RP15:** Accessibility across devices, community viewing experience, live streaming, capacity to download content assist in adopting OTTPs. **RP16:** High definition video content, application speed and stability compels consumers to adopt OTTPS. **RP17:** Comprehensive recommendation engine and customised streaming service spurs adoption of OTTPs. **RP18:** Accessibility and easy availability of content have enhanced binge watching among young consumers. **RP19:** Socialization, social interaction, social viewing, teleparty, drives young consumers to adopt OTTPs.
	Subtitles and audiovisual aids for foreign content	
	Multiple device compatibility	
	Easy user interface/ user friendly	
	Application stability & speed	
	Personalized content delivered (based on likes and dislikes	
	Video Quality, data usage, capacity to download content, fast forward, rewind	
	Customer support	
	Mobility	
	Offline access	

Figure 11: OTT influencing factors and research propositions

Source: Developed by Authors

differentiated influence of factors and sub-factors. Despite these drawbacks, this study synthesizes the fragmented OTT literature, providing important and relevant information about OTT uptake. Furthermore, this study gave researchers an opportunity to probe generated research propositions through empirical study. It would be interesting to study the adoption of OTT among consumers of different age groups, generations, income groups, cultures, regions, genders, personalities, and other categories.

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