

ACCEPTANCE OF OTT VIDEO STREAMING PLATFORMS IN INDIA DURING COVID -19: EXTENDING UTAUT2 WITH CONTENT AVAILABILITY

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ABSTRACT

The paper aims at identifying factors that stimulates the customers to adopt and use OTT video streaming platforms in India by applying unified theory of acceptance and use of technology 2 (UTAUT2) model. The study has also attempted to check the moderation effect of age, gender, experience. The study uses a questionnaire to gather the primary data of 277 users of OTT video streaming platforms of India as respondents. The data was examined using SmartPLS 3.3.2 software. The key drivers of adopting and using OTT video streaming platforms are performance expectancy, price value, habit and content availability. The study approves the relevance of UTAUT2 model in the present context. The study also explains the moderating effect of gender, experience and age in UTAUT2 model constructs with respect to OTT video streaming platforms. The market of OTT platforms in India is growing tremendously and is projected to gain the momentum in coming years. Thus, it is imperious to comprehend the behavioral intention of consumers. The outcomes of the study will help the managers in comprehending and devising different strategies for consumers of OTT video streaming platforms. The study is first ever attempt to the best understanding of research to observe the acceptance of OTT video streaming apps using UTAUT2 model.

Keywords: OTT Video Streaming, Adoption, UTAUT2, Behavioral Intention

INTRODUCTION

The upsurge practice of internet and telecommunication devices have changed the institutional thinking of media consumers. The growing urge of consumer to emphasis more on adapted content have gave birth to the new platforms like Over the top (OTT). With the rise of smart devices and technology with internet network and the digitization of video content, clientele can appreciate an assortment of video content without any barriers (Shin *et al.*, 2016). The rise of administration stages that gives video content via open internet has prompted a change in outlook, from the conventional telecom industry. Gonçalves *et al.*, (2014) characterized OTT as "video conveyance utilizing the Internet Protocol over an open system". An OTT platform is an online video supplier that conveys video substance to customers dependent on the Internet (Erman *et al.*, 2011; Sujata *et al.*, 2015). It was with YouTube, a free of charge video-sharing website set up in 2005 and taken over by Google in 2006, that OTT video services started to get well known with the

community. After that many OTT video streaming platforms such as Netflix, Amazon prime, Alt Balaji, Zee5, Hotstar, Voot and many more came into existence and are apprehending the media consumer market (Singh, 2019). This is an example that shoppers' substance utilization is evolving altogether. Buyers can access and enjoy content whenever they wish, anyplace or anytime on their Smartphone. Specifically, video content utilization is taking off (Ulin, 2013; Bentley *et al.*, 2019), as it adored as a substance reasonable for current life designs; the video content is short and altered or quick utilization in restricted period and spot.

The rise of OTT platforms in India is also driven by the huge support from the telecommunication industry. The internet packages offered today are very affordable, compared to previous times (Mairaru *et al.*, 2019). Times are gone when data used to cost a hefty amount, with a substantial increase in the daily data limit, after the entry of Reliance Jio to the telecom market (Joy and Bahl, 2018).

Another factor that contributed significantly to the recently accomplished popularity of OTT video streaming platforms, is the lack of substitute entertainment media option in recent times of pandemic. The imposition of nation-wide lockdown to contain the spread of COVID - 19 has taken its huge toll on media industry in India. Shutting down of production houses and cinema hall across the nation created huge demand of OTT video streaming platforms across the country, for original series and movies (Shaikh and Aggarwal, 2020). An article published in Business standard 2020, suggests that, this is leading to the development of habit of growing usage of OTT video streaming platforms as new normal.

As per the report published in Economic Times April 2020, the OTT video streaming platforms in India have seen a growth of 34 percent in March 2020. As per the industry experts, the recent increase in viewership on OTT video streaming platforms have already propelled their growth of next 5 years. It has been forecasted that the OTT platforms revenue could touch US\$ 4 Billion by year 2025 (www.ibef.org). Even the prominent players of the media industry have started investing in the OTT video streaming platforms startups (IBEF, 2020). The popularity and acceptance of the OTT platforms in India can be accessed by the fact that, mainstream Bollywood movies are also being released in these platforms, mentions report of Business standard, April 2020. With the growing demand of these platforms, it is important to understand what behavioral factors are leading to this growth. Proper thoughtful knowledge of these factors would help the marketers understand the behavior of the consumers of OTT video streaming Platforms.

The extant of literature available of OTT platforms have considered the Consumer adoption behavior through Strategic management (Shin *et al.*,2016), while some have compared the traditional television with OTT platforms on its performance (Chen, 2019; Li, 2017). Ogidiaka and Ogwueleka, (2019), have explored the consumer behavior of OTT platforms. However, a gap still exists as the studies conducted till date have not yet taken into consideration consumer's intention to use OTT and what leads to actual use of

OTT video streaming platforms. Thus, in the present study the researcher aims at developing an understanding of factors that leads to acceptance, and usage of OTT video streaming platforms, by the consumers. To comprehend the same, the research employs Unified theory of acceptance and use of technology 2 (UTAUT2) given by Venkatesh *et al.*, (2012) and have extended the base model with content availability.

To meet the objective of the research, the paper is categorized into five sections. The first section of the paper comprises of the introduction to the OTT video streaming platforms and the purpose of the research. The second sections contain the review of the work done in the past and the introduction to UTAUT2 model. The third section comprises of the research methodology used for the present research. The fourth sections comprise of the data analysis and findings, and last section of the paper covers the discussion and implications. The paper ends with concluding remark along with limitation of the present study and scope for the future research.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

OTT video streaming platforms in India

OTT video streaming platforms in India can be described as the "luxury turned necessity". The number of users of OTT video streaming platform are growing day by day, with India being the home to 687.62 million internet users by September 2019 (Annual report TRAI, 2019), marking the second largest in the world. As per the report of PwC India 2019, India's market of entertainment and media is growing quicker globally and is not to drop the impetus soon. Foreseeing the demand of the OTT video streaming platforms, various channels and companies started launching their apps. In India, various major platforms where introduced in year 2015 and 2016, after the launch of YouTube in 2008. Hotstar was launched on February 2015, Netflix January 2016, Jio TV in 2016, Voot in March 2016, Amazon prime in May 2016 and so on (Fitzgerald, 2019). As per the report published by MICA - School of Ideas, on OTT Platform 2019, the major player in the industry find India to be their potential market, where YouTube has 265 million Indian active users every month. The second in the series is Hotstar, that holds 69.4% of the Indian OTT

market. Netflix is investing more on the regional content specific to Indian market and also offering the subscription at the cheapest prize for the Indian market. Ms. Jennifer Salke, Head Amazon studio, states that “India has biggest set of originals for Prime video outside US market”

Other than the internet accessibility, the acceptance of these platforms in India have grown tremendously due to the following reasons. Firstly, the existing smartphone devices for the Indian consumer are compatible for online video streaming, as most of the people watch videos in their smartphones (Gevers, 2019). The habits of the consumer are shifting from television and desktop to mobile phones.

Second, the availability of the personalised content in the regional languages is another reason, which is pushing up the usage frequency (Begum, 2018). Third, the use of advertisement-based monetisation model by OTT video streaming platform which help them offer free services (Jirakasem, and Mitomo, 2019). Thus, giving a rise to the popularity and subscribers to OTT video streaming platforms in Indian market (Sundaravel and Elangovan, 2020). Considering this inflation, it is important to understand how comfortable the user, of OTT video streaming platforms, are with the technology innovation than tradition television.

Theoretical Framework

Venkatesh *et al.*, (2003), proposed the Unified theory of acceptance and use of technology (UTAUT) model where he reported the four constructs social influence, effort expectancy, facilitating conditions and performance expectancy to be the direct determinants of use behaviour and behavioural intention. Venkatesh *et al.*, (2012) extended the UTAUT model with three constructs namely Price value, habit and hedonic motivation, along with the four constructs already present in the model and named it as UTAUT2. In the UTAUT2 model the moderating impact of age, gender and experience has also been assessed. This model has advantage and acceptance over the other technology acceptance model because, firstly, it is designed with the combination of eight prominent theories and models.

Second, it has been accepted by the researchers to identify the relation between intention of using a technology, and actually using a technology (Yuan *et al.*, 2015; Gupta *et al.*, 2017; Kwateng *et al.*, 2019; Shaw and Sergueeva, 2019; Ramírez-Correa *et al.*, 2019; Duarte and Pinho, 2019; Alalwan, 2020). Third, UTAUT2 model had all the important factors incorporated, that will define behavioural intention (BI) in the best manner when it comes to technology actual usage (AU) and acceptance. Some of the studies conducted in the past is mentioned in table no. 1, where UTAUT2 model has been validated and extended with different constructs for different technologies.

Performance Expectancy (PE)

Performance expectancy states the stage of trust that clients get in utilizing the structure to develop their activity implementation ((Venkatesh *et al.*, 2012; Moorthy *et al.*, 2019). Performance expectancy in terms of OTT media platforms can be understood as the expediency of time and place they offers to the consumers. The relationship between behavior intentions and performance expectancy has been moderated by the age, gender and experience, where it has been reported by the previous studies that young customers and males are more conscious about the technology (Venkatesh *et al.*, 2003 and Kwateng *et al.*, 2019). Thus, the hypothesis is framed as.

H1: Performance expectancy impacts the BI for adoption of OTT video streaming platforms.

H1a: Gender moderates the impact of performance expectancy towards BI

H1b: Age moderates the impact of performance expectancy towards BI.

H1c: Experience moderates the impact of performance expectancy towards BI

Effort Expectancy (EE)

It is the level of simplicity correlated with purchasers' utilization of technology (Venkatesh *et al.*, 2012; Miltgen, *et al.*, 2013). It is the ease with which consumers can learn and interact with OTT video streaming platforms. Age, gender and experience moderate the relationship between behavioral intention and effort expectancy. The hypothesis is as mentioned:

H2: Effort expectancy impacts the BI for adoption of OTT video streaming platforms.

H2a: Gender moderates the impact of Effort expectancy towards BI.

H2b: Age moderates the impact of Effort expectancy towards BI.

H2c: Experience moderates the impact of Effort expectancy towards BI.

2.2.3 Social Influence (SI)

It is the level to which buyers see that considerable others (e.g., dear ones) accept they should make use of a specific technology

(Venkatesh *et al.*, 2012; Rogers, 2010; Huang and Kao 2015). Thus, use of OTT platforms by consumers is motivated and appreciated by the social circle around the consumer.

H3: Social Influence impacts the BI for adoption of OTT media platforms.

H3a: Gender moderates the impact of Social Influence towards BI.

H3b: Age moderates the impact of Social Influence towards BI.

H3c: Experience moderates the impact of Social Influence towards BI.

Table No. 1: Application of UTAUT2 model as reported by Literature

Author / Year	Context	Area of study	Significant Construct	Insignificant Construct	Model extended with	Significance of Extended Construct
Yang, (2013)	M - Learning	China	Performance Expectancy, Social Influence, Price Value, hedonic motivation	Effort Expectancy, Habit of Using Mobile phones.	Self-Management of learning	Significant
Yuan <i>et al.</i> , (2015)	Health and fitness apps	United States	Performance Expectancy, hedonic motivation, price value, habit	Social influence, effort expectancy, facilitating conditions.	-	-
Oliveira <i>et al.</i> , (2016)	Mobile payment	Portugal	Performance expectancy, Social influence	Effort expectancy, facilitating conditions, hedonic motivation, price value.	perceived technology securities, compatibility, innovativeness	Significant
Gupta <i>et al.</i> , (2017)	Travel Apps	India	Performance Expectancy, Social Influence, Price saving, Habit	Hedonic Motivation, Facilitating Conditions, Effort Expectancy.	Perceived Risk, Perceived Trust	Significant
Tak and Panwar, (2017)	Mobile app-based shopping	India	Performance Expectancy, Social Influence, Price saving, Habit, Hedonic Motivation, Facilitating Conditions, Effort Expectancy	-	Deal Proneness	Significant
Farooq <i>et al.</i> , (2017)	Lecture Capture system	Malaysia	Performance Expectancy, Social Influence, Price saving, Habit, Hedonic Motivation, Facilitating Conditions, Effort Expectancy.	-	Personal innovativeness	Significant

Author/ Year	Context	Area of study	Significant Construct	Insignificant Construct	Model extended with	Significance of Extended Construct
Praveena and Thomas, (2018)	Social networking sites	India	Performance expectancy, Effort expectancy, habit,	Social Influence, facilitating Conditions, Hedonic Motivation	Trust, Visibility, Social connects	Significant
Kwateng <i>et al.</i> , (2019)	Mobile banking	Ghana	Habit, price value	Effort expectancy, Facilitating conditions, Hedonic motivation, Performance expectancy, Social influence.	Trust	Significant
Shaw and Sergueeva, (2019)	Mobile commerce	Canada	Hedonic motivation, Performance expectancy	Social Influence, Facilitating Conditions, Habit, Effort expectancy.	perceived value, perceived privacy concerns	Significant
Ramírez-Correa <i>et al.</i> , (2019)	Online games in mobile devices	Spain	Habit, hedonic motivation, Social Influence	Performance Expectancy, Effort expectancy, facilitating condition, Price value	-	-
Duarte, and Pinho, (2019).	Mobile health adoption	Portugal	Facilitating conditions, habit, performance expectancy	Effort expectancy, price value, hedonic motivation and social influence.	-	-
Alalwan, (2020)	Mobile food ordering apps	Jordan	Performance expectancy, Habit, Hedonic Motivation	Facilitating conditions, Effort expectancy, Social Influence, Price value	Online rating, online review, online tracking,	Significant

Source: Past literatures on UTAUT2

Facilitating Conditions (FC)

It refers to clientele view of the assets and bolster accessible to accomplish a behavior (Brown and Venkatesh 2005; Venkatesh *et al.*, 2012; Huang and Kao 2015). Facilitating conditions can be defined as, availability of the technical infrastructure and support for using OTT video streaming platforms

H4: Facilitating condition impacts the BI for adoption of OTT video streaming platforms.

H4a: Facilitating condition impacts the AU of OTT media platforms.

H4b: Gender moderates the impact of facilitating conditions towards BI.

H4c: Age moderates the impact of facilitating conditions towards BI.

H4d: Experience moderates the impact of facilitating conditions towards BI.

Hedonic Motivation (HM)

The fun or joy consumers receive from utilizing a technology has been defined as hedonic motivation, and it assumes a noteworthy job in deciding technological nod and use (Venkatesh *et al.*, 2012; Magni *et al.*, 2010; Ryan and Deci, 2000). Hedonic motivation can be defined as the joy of fulfilling the entertainment desires by using OTT video streaming platforms.

H5: Hedonic Motivation impacts the BI for adoption of OTT video streaming platforms.

H5a: Gender moderates the impact of hedonic motivation towards BI.

H5b: Age moderates the impact of hedonic motivation towards BI.

H5c: Experience moderates the impact of hedonic motivation towards BI.

Price Value (PV)

It is consumers intellectual transaction amid the apparent reward of the applications, and the fiscal expense for utilizing them (Dodds *et al.*, 1991; Venkatesh *et al.*, 2012). Subscription charges for availing the OTT streaming services would be a huge influencer defining the behavioral intention.

H6: Price Value impacts the BI for adoption of OTT video streaming platforms.

H6a: Gender moderates the impact of price value towards BI.

H6b: Age moderates the impact of price value towards BI.

H6c: Experience moderates the impact of price value towards BI.

Habit (H)

Habit has been characterized as the scale to which individuals will in general perform practices accordingly on account of learning (Limayem *et al.* 2007; Kim and Malhotra, 2005; Limayem *et al.*, 2007; Aarts *et al.*, 1998). Once habit of using OTT video platforms is developed it will lead to continuous further intention and actual use of the technology.

H7: Habit impacts the BI for adoption of OTT video streaming platforms.

H7a: Habit impacts the actual usage of OTT video streaming platforms.

H7b: Gender moderates the impact of habit towards BI.

H7c: Age moderates the impact of habit towards BI.

H7d: Experience moderates the impact of habit towards BI.

H7e: Gender moderates the impact of habit towards AU.

H7f: Age moderates the impact of habit towards AU.

H7g: Experience moderates the impact of habit towards AU.

Content Availability (CA)

Content availability is the variety of content offered by the service provider in terms of regional language, genre, quantity and quality that is assessible by large number of consumers (Haryoto, 2015). Availability of

original content on OTT video streaming platform often influence user intention and to purchase and use a platform (Sundaravel and Elangovan, 2020).

H8: Content availability impacts the BI for adoption of OTT video streaming platforms.

H8a: Content availability impacts the AU of OTT video streaming platforms.

H8b: Gender moderates the impact of content availability towards BI.

H8c: Age moderates the impact of content availability towards BI.

H8d: Experience moderates the impact of content availability towards BI.

H8e: Gender moderates the impact of content availability towards AU.

H8f: Age moderates the impact of content availability towards AU.

H8g: Experience moderates the impact of content availability towards AU.

Behavioural Intention (BI)

Social therapists have comprehensively investigated the relations to future behavior and behavioral intentions. Behavioral intention suggests to how much a person has planned conscious designs to perform or not perform some predefined future behavior(s) (Huang and Kao, 2015). Behavioral intention alludes to a client's goal to utilize an additional item or service (Venkatesh *et al.*, 2003).

H9: Behavioral intention impacts the actual usage of OTT video streaming platforms.

H9a: Gender moderates the impact of BI towards AU.

H9b: Age moderates the impact of BI towards AU.

H9c: Experience moderates the impact of BI towards AU.

The proposed research model for the present study has been shown in figure no. 1

Research Methodology

The questionnaire was designed to record the responses. The scale and items used in the study were the same as used by Venkatesh *et al.*, (2013) for UTAUT2 model. The dimension of items was done on a 7-point likert scale where, (7) represents strongly agree and (1) represents strongly disagree. The questionnaire was divided into three parts. Section – I contains the demographic profile of the respondents such as age, gender and experience. Section – II contains the question

related to the opinion of the people regarding their thoughts and beliefs about the subject under study (Tabsh, 2012). The third section of the questionnaire deals with the intention to use and actual usage covering their present, future and past usage records.

The target population considered for the study where the active user of OTT video streaming platforms. The respondents of the study belonged to different backgrounds in terms of economic, social and cultural legacy. The population comprised of all the people such as students, businessmen, housewives and service class. The respondent where selected using the non- probability, purposive sampling technique for the present study. The reason for selecting purposive sampling was, it gave the researchers the freedom to select the respondents who had been actively using OTT media platforms and helped in obtaining

the precise and consistent results (Denzin and Lincoln, 2005; Kwateng *et al.*, 2019). The data was collected through the questionnaire, using email survey method. The study uses GPower 3.1 software to calculate the appropriate sample size for the present research.

The proposed research model consists of nine predictor variables, an anticipated effect size (f^2) of minimum 0.05, with a statistical power of 95 percent. For the current study, the software suggested a sample size of 262 to be adequate (Erdfelder *et al.*, 1996; Faul *et al.*, 2007; Faul *et al.*, 2009). Keeping this in mind, the data was collected from 305 respondents. Total 277 usable data were obtained after removing the incomplete responses. This satisfied the minimum sample size criteria of 262 obtained from GPower 3.1 Software. The data obtained was analysed using Smart PLS 3.3.2 software.

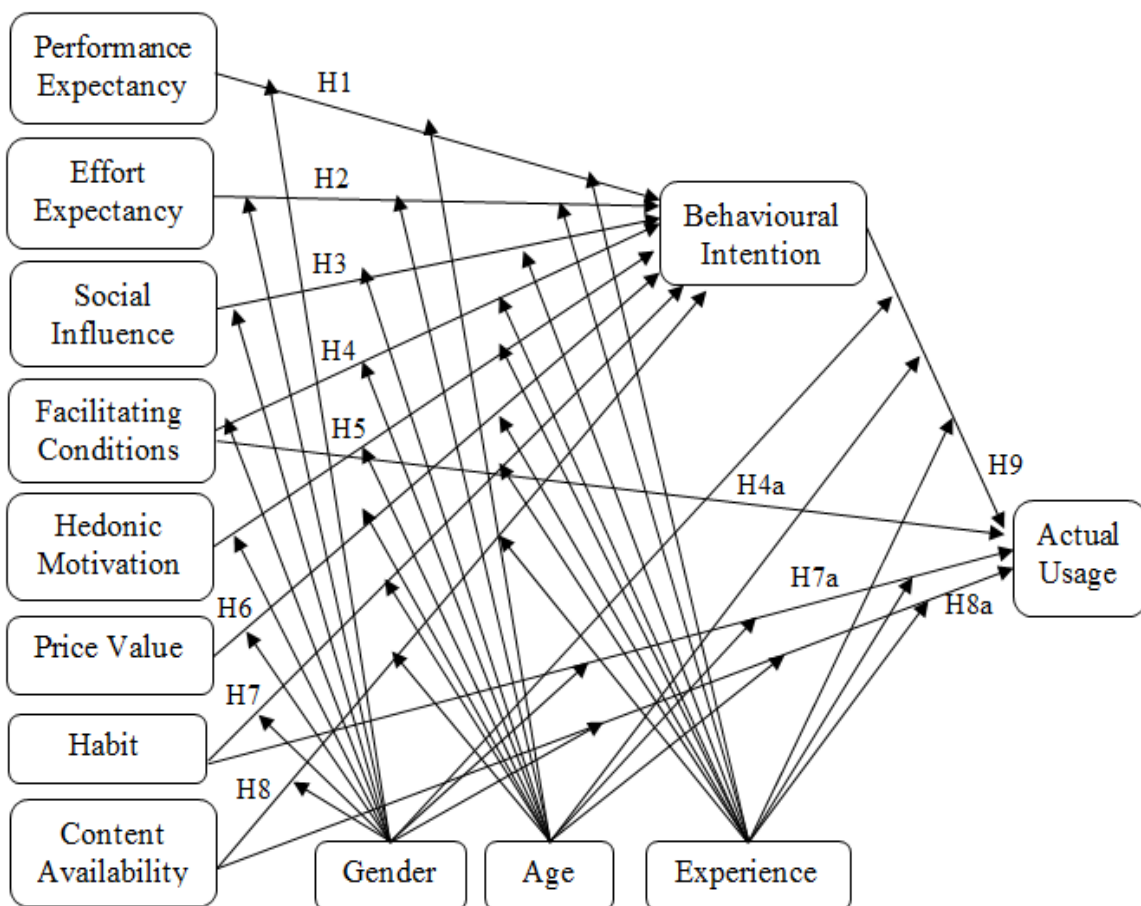


Figure No. 1: Proposed Research Model based on UTAUT2

DATA ANALYSIS AND FINDINGS

The demographics profile of the respondent is presented in table no. 2. As evident from the

demographic details, bias generating due to saturation of respondents in a single category has been avoided.

Table No. 2: Respondents Profile

Demographic Variable	Category	No. of Respondents	Percentage
Age (in Years)	17-25	151	54.5%
	Above 25	126	45.5%
Gender	Male	166	60%
	Female	111	40%
OTT User for	<3 Years	172	62%
	>3 Years	105	38%
Total		277	100%

Source: Author's Calculation

Measurement Model Assessment

As suggested by Anderson and Gerbing (1988), the two-stage systematic procedure, for assessing the measurement model and structural model, was followed using SmartPLS 3.3.2 (Ringle *et al.*, 2015). The first stage of the measurement model assessment is evaluating the reliability and validity of the constructs and the model. The composite reliability and convergent validity of the constructs in the measurement model is assessed using the factor loadings, Cronbach's alpha, Dillion-Goldstein's rho (rho_A), composite reliability (CR) and average variance extracted (AVE). Results of the same are represented in table no. 3.

The factor loading of AU3 loaded in actual usage is little less than 0.7 but the item has not been deleted as the AVE and CR values of

actual usage are sufficient to satisfy the criteria suggested by Hair *et al.*, (2019) for measurement model assessment. Calculated CR and rho_A values of the constructs is greater than the minimum required value of 0.7, leading to reason that the model has good internal reliability. Cronbach's alpha value, another check for reliability, of more than 0.7 represents good reliability. From the results of measurement model assessment, alpha values of all the constructs were more than 0.7 and hence reliability criteria were satisfied (Cronbach, 1951). Convergent validity in a model is achieved when the AVE values of constructs are more than 0.5 (Hair *et al.*, 2019). Table No. 3 has the calculated AVE values of the constructs in this study. As evident from the AVE results, convergent validity has been achieved.

Table No. 3: Measurement Model Assessment Results

Construct	Items	Loading/Weight	CR	Cronbach's Alpha	rho A	AVE
AU	AU1	.896	.861	.761	.808	.677
	AU2	.867				
	AU3	.691				
BI	BI1	.923	.952	.925	.926	.870
	BI2	.953				
	BI3	.922				
PE	PE1	.841	.912	.873	.903	.724
	PE2	.916				
	PE3	.892				
	PE4	.744				
EE	EE1	.903	.921	.885	.888	.745
	EE2	.889				
	EE3	.869				
	EE4	.787				
SI	SI1	.932	.95	.921	.924	.864
	SI2	.946				
	SI3	.911				
FC	FC1	.705	.879	.818	.820	.645
	FC2	.799				
	FC3	.860				
	FC4	.841				

Construct	Items	Loading/Weight	CR	Cronbach's Alpha	rho A	AVE
HM	HM1	.971	.977	.964	.965	.933
	HM2	.963				
	HM3	.964				
PV	PV1	.781	.868	.772	.775	.688
	PV2	.840				
	PV3	.865				
HBT	HBT1	.903	.953	.934	.937	.836
	HBT2	.916				
	HBT3	.905				
	HBT4	.932				
CA	CA1	.877	.892	.851	.906	.676
	CA2	.892				
	CA3	.829				
	CA4	.672				

Source: Author's Calculation

AU: Actual Usage; BI: Behavioral Intention; PE: Performance Expectancy; EE: Effort Expectancy; SI: Social Influence; FC: Facilitating Conditions; HM: Hedonic Motivation; PV: Price Value; HBT: Habit; CA: Content Availability;

Post assessing convergent validity and reliability of the model, the discriminant validity of the model and constructs has been evaluated. Fornell-Larcker criterion and Heterotrait - Monotrait ratio of correlations (HTMT) are two criteria for the purpose of assessing discriminant validity. Fornell and Larcker (1981) suggested that if the square root of the AVE value of a construct is more than the correlation coefficient with other constructs, discriminant validity is achieved. Values shown in table no. 4, satisfies the criteria for discriminant validity, representing the achievement of discriminant validity.

HTMT approach by Henseler *et al.*, (2015) for evaluating discriminant validity has been appreciated over the criteria suggested by Fornell and Larcker (1981). Researchers believe that HTMT approach achieves better sensitivity and specificity rate (Xia and Chengb, 2017; Rasoolimanesh *et al.*, 2019). HTMT criteria advocates that calculated HTMT value of less than 0.9 for a construct indicates discriminant validity in the model (Gold *et al.*, 2001; Voorhees *et al.*, 2016).

The HTMT values for the model constructs are represent in table no. 5, and the result imply the achievement of discriminant validity. SRMR value of the measurement model (0.078) was under 0.08 indicating satisfactory model fit (Hu and Bentler, 1999).

Table No. 4: Discriminant Validity Assessment (Fornell-Larcker Criterion)

	BI	CA	EE	FC	HBT	HM	PE	PV	SI	AU
BI	.933									
CA	.573	.822								
EE	.664	.505	.863							
FC	.529	.599	.676	.803						
HBT	.801	.567	.605	.55	.914					
HM	.647	.463	.621	.585	.696	.966				
PE	.746	.457	.736	.581	.653	.705	.851			
PV	.183	.157	.241	.289	.305	.481	.244	.829		
SI	.549	.391	.57	.442	.548	.507	.525	.231	.93	
AU	.759	.655	.534	.466	.721	.533	.566	.089	.431	.823

Source: Author's Calculation

Table No. 5: Discriminant Validity Assessment (HTMT Criterion)

	BI	CA	EE	FC	HBT	HM	PE	PV	SI	AU
BI										
CA	.579									
EE	.731	.525								
FC	.585	.702	.759							
HBT	.86	.568	.664	.612						
HM	.683	.477	.671	.649	.733					
PE	.803	.471	.818	.661	.704	.743				
PV	.215	.192	.296	.386	.36	.556	.287			
SI	.594	.408	.631	.5	.592	.538	.585	.273		
AU	.886	.707	.629	.553	.835	.62	.678	.178	.507	

Source: Author's Calculation

Structural Model Assessment

Variance Inflation Factor (VIF) is a measure of absence or presence of multicollinearity issues in the model. The VIF values for all the constructs depicted in table no. 6, are in the range of 1.350-3.069. According to the standards recommended by Diamantopoulos and Siguaw (2006), VIF values less than 3.33, and according to the norms advised by Hair *et al.*, (2017), VIF values less than 5 confirms the absence multi collinearity issues (Diamantopoulos and Siguaw, 2006). Hence it is observed that no multicollinearity issues are prevalent in the model.

Bootstrapping analysis with a sample size of 5000 was used for testing the hypotheses of the study. Results report that, performance expectancy ($\beta = 0.322, t = 5.717$), price value ($\beta = -0.088, t = 2.551$), habit ($\beta = 0.480, t = 8.490$) and content availability ($\beta = 0.135, t = 3.295$) significantly influenced behavioral intention of respondent for using OTT. Effort expectancy ($\beta = 0.100, t = 1.703$), social influence ($\beta = 0.051, t = 0.852$), facilitating conditions ($\beta = -$

0.083, $t = 1.459$) and hedonic motivation ($\beta = 0.026, t = 0.37$) has no influence on behavioral intention of using OTT. With respect to actual usage of OTT video streaming platforms, behavioral intention ($\beta = 0.419, t = 6.921$), facilitating conditions ($\beta = -0.089, t = 2.066$), habit ($\beta = 0.249, t = 4.331$) and content availability ($\beta = 0.327, t = 6.394$) had significant impact on actual use behavior.

After the hypothesis testing, the value of coefficient of determination (R^2) was evaluated. The calculated R^2 value of behavioral intention is .753 and actual usage is .670. These values are significantly above 0.26, which infers substantial predictive precision of the model (Cohen, 1988). The adjusted R^2 considers the number of predictors in the model and adjusts R^2 value accordingly. The calculated R^2 value for behavioral intention is .746 and for actual usage is .666. The R^2 values are the functions of the number of predictor constructs and generally increases with the number of predictors in the study (Shiva *et al.*, 2020.)

Table No. 6: Inner VIF Values of Model

	BI	CA	EE	FC	HBT	HM	PE	PV	SI	UB
BI										2.985
CA	1.807									1.85
EE	2.962									
FC	2.337									1.751
HBT	2.567									3.024
HM	3.069									
PE	2.959									
PV	1.35									
SI	1.663									
UB										

Source: Author's Calculation

Table No. 7: Hypothesis Testing Results

	Relationship	Std. β	t-statistics	Confidence Interval	Effect Size (f^2)	Hypothesis Supported
H1	PE \rightarrow BI	0.322	5.717	[0.209, 0.426]	0.142	Yes
H2	EE \rightarrow BI	0.100	1.703	[-0.014, 0.217]	0.014	No
H3	SI \rightarrow BI	0.051	0.852	[-0.071, 0.163]	0.006	No
H4	FC \rightarrow BI	-0.083	1.459	[-0.194, 0.031]	0.012	No
H5	HM \rightarrow BI	0.026	0.370	[-0.112, 0.156]	0.001	No
H6	PV \rightarrow BI	-0.088	2.551	[-0.162, -0.029]	0.023	Yes
H7	HBT \rightarrow BI	0.480	8.490	[0.366, 0.585]	0.364	Yes
H8	CA \rightarrow BI	0.135	3.295	[0.056, 0.219]	0.041	Yes
H9	BI \rightarrow AU	0.419	6.921	[0.288, 0.529]	0.179	Yes
H4a	FC \rightarrow AU	-0.089	2.066	[-0.174, -0.007]	0.014	Yes
H7a	HBT \rightarrow AU	0.249	4.331	[0.140, 0.364]	0.062	Yes
H8a	CA \rightarrow AU	0.327	6.394	[0.230, 0.431]	0.176	Yes

Source: Author's Calculation

Table No. 8: Coefficients of Determination (R^2) and Adjusted R^2

	R^2	Adjusted R^2
Actual Usage	0.670	0.666
Behavioral Intention	0.753	0.746

Source: Author's Calculation

Cohen (1988) proposed measuring effect size (f^2) of construct which indicates the statistical magnitude of a construct. According to this proposition, effect size (f^2) value of more than 0.35 implies huge effect size, 0.15-0.35 implies moderate effect size and less than 0.15 implies minor effect size. With reference to behavioral intention habit ($f^2 = 0.364$) had a huge size effect while performance expectancy ($f^2 = 0.142$) had a low effect size. Rest of the construct had low to negligible effect size evident from the f^2 values reported in table no. 7. For actual usage of OTT, content availability ($f^2 = 0.176$) and behavioral intention ($f^2 = 0.179$) had moderate effect size. Facilitating condition ($f^2 = 0.014$) and habit ($f^2 = 0.062$) had low effect size. The standard root means square residual value (SRMR) for the model was 0.079, less than 0.08 which showed acceptable model fit (Hu and Bentler, 1999; Sarstedt *et al.*, (2020)).

Table No. 9: Predictive Relevance (Q^2)

	Calculated Q^2
Actual Usage	0.441
Behavioral Intention	0.643

Source: Author's Calculation

In the last step of analysis, predictive relevance was calculated using blindfolding technique, with an omission distance of nine. The results were assessed using Stone-

Geisser's Q^2 value (Geisser, 1974; Stone, 1974). The calculated Q^2 value for actual usage was .441 and behavioral intention was .643 which was significantly more than zero. Hence it was established that the model had satisfactory predictive relevance.

Moderating Effect of Gender, Age and Experience

PLS Multigroup Analysis (MGA) is used to study the moderating effect of three demographic variables of respondents, gender, age and experience (years using OTT). The study theorized that, these three demographics variables moderate the relation of behavioral intention with performance expectancy, effort expectancy, social influence, facilitating conditions, habit, price value, hedonic motivation and content availability. In the context of actual usage, it has been hypothesized that gender, age and experience moderate the relationship of actual usage with habit, behavioral intention and content availability.

Moderating Role of Gender

First MGA analysis had gender playing the role of moderator. 60 percent of the respondents are male while 40 percent are female. The R^2 value for male respondents (behavioral intention = 0.826, actual usage = 0.726) was more compared to R^2 value for female respondents (behavioral intention = 0.782, actual usage = 0.621). The results of MGA also suggest that hedonic motivation and social influence play a significant role in determining female's behavioral intentions of using OTT, while male respondents are not

influenced by the same. As evident from the t values and significance reported in table no. 10, gender moderates the relationship of behavioral intention with content availability and effort expectancy, as well as, the relation between habit and use behavior. Performance expectancy is more important for women and their actual usage is significantly influenced by their intentions to use. Men, more than women, are motivated by their habit and content availability when using OTT video streaming platforms.

Moderating Role of Age

Next, the moderating effect of age was evaluated. 54.5 percent of respondents are 17-25 years of age while the rest are older than 25 years. The R² value for respondents between 17-25 years (behavioral intention = 0.774, actual usage = 0.683) was almost equal to R² value for respondents above 25 years (behavioral intention = 0.760, actual usage = 0.686). In the context of behavioral intention, the users falling between 17-25 years are more influenced by their habit and effort expectancy, as evident from their t-values and p-values reported in table no. 11. For users above 25 years, performance, price value and content availability are more reliable for their intentions to use OTT video streaming platforms. Users below the age of 25 depend on habit and facilitating conditions for their actual usage while content availability, though significant for both age groups, is more critical for users aged 17-25. The people above 25 years of age have strong tendency of actual

use of OTT video streaming platforms once intended to do so, as evident from the path coefficient value being three time as compared to users aged 17-25 years.

Moderating Role of Experience

62% of the respondents have an experience of using OTT media platform for less than three years while 38% of the respondents have been using OTT media streaming platforms for more than three years. There was a significant difference observed in the R² value of actual usage for respondents who had been using it for more than three years (behavioral intention = 0.744, actual usage = 0.736) against respondents who had been using it for lesser time (behavioral intention = 0.773, actual usage = 0.660). Habit is a significant contributor in user’s intention to use OTT but the actual usage of users who have been using OTT media platform for more than three years is not dependent on their habit. As evident from the values reported in table no. 12, intentions of more experienced users rely on the magnitude of effort required, availability of content and the fun or joy received from availing the services. The same is not reflected in the intentions of less experienced users. Content availability and performance is significant for defining the use behavior of all users, but their influence is more on the technology usage of less experienced users. The intentions to use and the tendency to use the OTT video streaming platforms is twice in users with more experience compared to users with less experience.

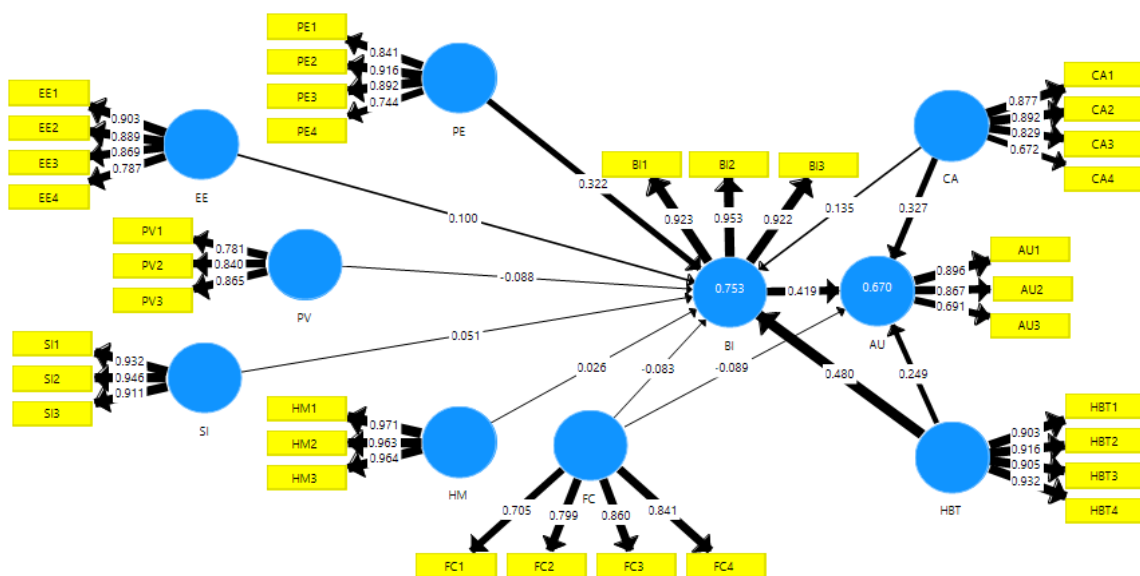


Figure 2: Path Analysis Results of Structural Model

Theoretical Implications

The study was an attempt towards testing the acceptance of OTT video streaming platforms using UTAUT2 model. The study tries to understand the impact of constructs of UTAUT2 model on BI. The results of the path

analysis reveal that performance expectancy, price value, habit and content availability have a significant impact on the BI of OTT video streaming platform users.

Table No. 10: Moderating Effect of Gender - MGA

	Path Coefficients Original (Female)	Path Coefficients Original (Male)	Path Coefficients Mean (Female)	Path Coefficients Mean (Male)	STDEV (Female)	STDEV (Male)	t-Value (Female)	t-Value (Male)	p-Value (Female)	p-Value (Male)
BI → UB	0.409	0.364	0.4	0.358	0.09	0.085	4.53	4.256	0.000	0.000
CA → BI	0.131	0.149	0.124	0.149	0.054	0.049	2.418	3.019	0.016	0.003
CA → UB	0.258	0.381	0.262	0.381	0.076	0.067	3.38	5.667	0.001	0.000
EE → BI	0.168	0.162	0.162	0.179	0.075	0.076	2.221	2.121	0.026	0.034
FC → BI	-0.046	-0.089	-0.031	-0.089	0.07	0.07	0.661	1.266	0.509	0.206
FC → UB	-0.024	-0.074	-0.021	-0.071	0.065	0.058	0.365	1.279	0.715	0.201
HBT → BI	0.318	0.49	0.327	0.487	0.085	0.057	3.718	8.578	0.000	0.000
HBT → UB	0.269	0.264	0.278	0.27	0.087	0.083	3.11	3.174	0.002	0.002
HM → BI	-0.426	0.145	-0.403	0.132	0.096	0.08	4.459	1.816	0.000	0.070
PE → BI	0.612	0.237	0.591	0.232	0.087	0.075	7.013	3.142	0.000	0.002
PV → BI	0.032	-0.073	0.027	-0.063	0.078	0.054	0.414	1.371	0.679	0.170

Source: Author's Calculation

Table No. 11: Moderating Effect of Age - MGA

	Path Coefficients Original (17-25)	Path Coefficients Original (Above 25)	Path Coefficients Mean (17-25)	Path Coefficients Mean (Above 25)	STDEV (17-25)	STDEV (Above 25)	t-Value (17-25)	t-Value (Above 25)	p-Value (17-25)	p-Value (Above 25)
BI → UB	0.203	0.652	0.2	0.65	0.082	0.064	2.486	10.26	0.013	0.000
CA → BI	0.055	0.193	0.061	0.185	0.057	0.056	0.969	3.466	0.333	0.001
CA → UB	0.428	0.177	0.429	0.18	0.069	0.075	6.179	2.373	0.000	0.018
EE → BI	0.162	-0.011	0.167	0.006	0.055	0.117	2.915	0.09	0.004	0.928
FC → BI	-0.007	-0.119	-0.011	-0.111	0.066	0.095	0.099	1.26	0.921	0.208
FC → UB	-0.131	-0.012	-0.128	-0.016	0.053	0.06	2.488	0.192	0.013	0.847
HBT → BI	0.562	0.424	0.547	0.432	0.078	0.09	7.25	4.72	0.000	0.000
HBT → UB	0.405	0.083	0.407	0.091	0.081	0.073	4.995	1.136	0.000	0.256
HM → BI	-0.076	0.11	-0.083	0.068	0.087	0.126	0.875	0.874	0.382	0.382
PE → BI	0.266	0.375	0.277	0.382	0.075	0.101	3.543	3.72	0.000	0.000
PV → BI	-0.104	-0.148	-0.077	-0.133	0.085	0.053	1.232	2.793	0.218	0.005

Source: Author's Calculation

Table No. 12: Moderating Effect of User Experience - MGA

	Path Coefficients Original (<3 Years)	Path Coefficients Original (> 3 years)	Path Coefficients Mean (<3 Years)	Path Coefficients Mean (>3 years)	STDEV (<3 Years)	STDEV (>3 years)	t-Value (<3 Years)	t-Value (>3 years)	p-Value (<3 Years)	p-Value (> 3 years)
BI → UB	0.297	0.607	0.288	0.593	0.081	0.086	3.641	7.07	0.000	0.000
CA → BI	0.092	0.224	0.092	0.217	0.052	0.084	1.777	2.666	0.076	0.008
CA → UB	0.362	0.251	0.363	0.241	0.06	0.103	5.983	2.449	0.000	0.014
EE → BI	0.092	0.224	0.101	0.224	0.07	0.086	1.316	2.608	0.188	0.009
FC → BI	-0.119	0.057	-0.119	0.062	0.065	0.081	1.817	0.701	0.069	0.483
FC → UB	-0.119	-0.066	-0.118	-0.057	0.051	0.089	2.305	0.746	0.021	0.456
HBT → BI	0.473	0.3	0.469	0.305	0.075	0.112	6.311	2.674	0.000	0.008
HBT → UB	0.355	0.139	0.364	0.156	0.073	0.085	4.882	1.644	0.000	0.100
HM → BI	0.113	-0.272	0.096	-0.272	0.08	0.102	1.413	2.676	0.158	0.008
PE → BI	0.341	0.256	0.346	0.257	0.089	0.055	3.825	4.634	0.000	0.000
PV → BI	-0.059	-0.082	-0.049	-0.043	0.047	0.098	1.27	0.832	0.204	0.406

Source: Author's Calculation

The results are in line with the previous studies (Yuan *et al.*, 2015; Gupta *et al.*, 2017; Kwateng *et al.*, 2019; Shaw and Sergueeva, 2019; Ramírez-Correa *et al.*, 2019; Duarte and Pinho, 2019; Alalwan, 2020). Also, the results of the hypothesis testing report that behavioural intention, content availability, habit and facilitating conditions leads to the actual usage of OTT video streaming platforms in Indian context.

The results of the study contribute to the body of literature of OTT video streaming platforms in context of emerging Indian market in the field. The UTAUT2 model has been of the interest of the researchers since its inception in year 2012 and acceptance of many technologies such as m payments (Tak and Panwar, 2017; Hussian *et al.*, 2019), e - learning (Tarhini *et al.*, 2017; Samsudeen and Mohamed, 2019), social media apps (Praveena and Thomas, 2018, Shiva *et al.*, 2020), tourism apps (Gupta *et al.*, 2018) health apps (Yuan *et al.*, 2015) etc. has been studies extensively. OTT video streaming platforms have not established the attention of the scholars so far. Thus, the study contributes in understanding the technological acceptance and use behaviour of OTT video streaming platforms by extending the UTAUT2 model by Venkatesh *et al.*, (2012).

Managerial Implication

The study gives the insight and confirms that performance expectancy, habit, content availability and price value are the top four forecasters of intention to use for OTT video streaming platforms. The managers should consider these points and assure to offers the customers with more content options in form of original series. The mangers can also offer the same content in different local or regional language by understanding the market segmentation. This will help in grabbing the attention of more viewers towards the OTT video streaming platforms. The Price value plays a significant role in developing the intention to use any service and same is the case reported by the results of this study regarding the OTT media platforms. The manager should offer the value packs and benefits at lower price to increase the intention of customers to subscribe to the OTT video streaming platforms. The results also advocate that habit plays a very strong role towards intention of adoption of a technology. The

managers can initially offer the services for free developing the habit to intent to use the OTT video streaming platforms. The constructs such as effort expectancy, social influence, facilitating conditions and hedonic motivation were not reported significant in affecting the consumers intention to adopt OTT video streaming platforms. The reasons with respect to why the these UTAUT 2 model constructs, were not significant in influencing consumers BI to receive and utilize technology should be tended to by connecting more in OTT video streaming platform refinement programs with smart phone clients.

The significant impact of facilitating conditions, habit, content availability and behavioural intention was also reported to the actual usage of OTT video streaming platforms. Behavioral intention is a strong predictor of actual usage for OTT video streaming platforms.

The consumers who have an intention will at some point use the OTT video streaming platforms. Though facilitating condition such as the availability of technological infrastructure to facilitate the usage of OTT video streaming platforms do not play a signification role in the developing the intention to use but has a relationship while using the application. The managers should ensure that the OTT video streaming platforms should operate with the minimum infrastructural requirement such as internet, smartphone device specifications, registration process etc. habit and content availability also have strong impact towards the actual usage by the customers.

The moderating role of gender, age and experience towards intention and actual use suggest that customers with different gender, age and experience behave differently and have their own priorities while adopting a technology as they moderate on UTAUT2 model constructs. The results of the study will help the managers in comprehending and devising different strategies for consumers of different age and experience. The marketing plan for the prospective OTT subscribes can be framed keeping in view the results of this study while targeting the segment of customers in terms of male - female, young and middle-aged customers, loyal and new customers.

Limitations and Future Scope

The study as all other studies was bound by some limitation, considering these limitations, the scope for the future researchers is mentioned. First the study has extended the UTAUT2 model with content validity, the future researchers can consider other factors such as net neutrality, Internet penetrations etc. Second, the future researchers can consider the moderating effect of education qualification on BI and AU in their study. Lastly, the sample selected for this study were the active user of OTT video streaming platforms of India, therefore the findings of the study are limited by its geographic restrictions. The users of different country and culture may possess different opinion regarding the use of OTT video streaming platforms. Thus, future researchers can take the cross-cultural studies to understand the same.

CONCLUSION

The study accomplishes that the key drivers of adopting and using OTT video streaming platforms are performance expectancy, price value, habit and content availability. The study confirms the relevance of UTAUT2 model in the present context. The study also explains the moderating role of gender, experience and age in UTAUT2 model constructs with respect to OTT video streaming platforms. How the insignificant constructs can be focused has also been explained to increase the subscribers of OTT video streaming platforms.

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