A STUDY ON ANALYSIS OF CONSUMER ADOPTION AND SATISFACTION ON OTT VIDEO STREAMING PLATFORMS IN THE STATE OF GOA

A Dissertation for

Course code and Course Title: COM-651 & Dissertation

Credits:16

Submitted in partial fulfilment of Master's Degree

(M.Com) in Accounting and Finance

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DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation report entitled, "A study on analysis of consumer adoption and satisfaction on OTT video streaming platforms in the state of Goa" is based on the results of investigations carried out by me in the Commerce at the Goa Business School, Goa University under the Supervision of Sr. Prof. Y. V. Reddy and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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This is to certify that the dissertation report "**A study on analysis of consumer adoption and satisfaction on OTT video streaming platforms in the state of Goa**" is a bonafide work carried out by **Mr** Shubham Sanjay Naik under my supervision in partial fulfilment of the requirements for the award of the degree of **Master of Commerce** in the Discipline Commerce at the Goa Business School, Goa University.

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ACKNOWLEDGEMENT

First and foremost, I offer my profound gratitude to the Almighty for bestowing upon me the strength, wisdom, and perseverance to embark on this academic endeavour. Without divine guidance and blessings, this journey would not have been possible.

I extend my heartfelt appreciation to my dissertation guide, Sr. Prof. Y.V. Reddy, for his unwavering support, expert guidance, and invaluable feedback throughout the research process. His mentorship has been instrumental in shaping the direction and quality of this dissertation.

I am deeply indebted to the faculty members' of Goa Business School, Goa University for their scholarly insights, constructive criticism, and encouragement, which have significantly contributed to the refinement of this work. My sincere thanks go to my family for their unwavering love, encouragement, and understanding during this journey. Their constant support and belief in my abilities have been a source of strength and motivation.

I am grateful to my friends and peers for their camaraderie, encouragement, and moral support throughout this endeavour.

Special appreciation is extended to the participants of this study for their cooperation and willingness to share their experiences, which have enriched the findings of this research.

In conclusion, my profound appreciation goes to Goa Business School, Goa University for its unwavering support and invaluable contributions throughout the completion of this dissertation. I extend my gratitude for the rich resources provided by Goa University, which have significantly enriched the research process and outcomes.

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ABBREVIATIONS USED

Entity	Abbreviation
Actual use	AU
Behavioural intention	BI
Effort expectancy	EE
Facilitating conditions	FC
Habit	HB
Hedonic motivation	HM
Information system	IS
Performance expectancy	PE
Price value	PV
Satisfaction	SAT
Social influence	SI
Technology acceptance model	TAM
Theory of planned behaviour	TPB
Theory of reasoned action	TRA
Unified theory of acceptance and use of technology	UTAUT

A STUDY ON ANALYSIS OF CONSUMER ADOPTION AND SATISFACTION ON OTT VIDEO STREAMING PLATFORMS IN THE STATE OF GOA

Abstract

Purpose: Given the increasing prevalence of over-the-top (OTT) video streaming platforms, it is imperative to comprehend the elements that impact consumer adoption and satisfaction. This study investigates the elements that influence consumers' intention to utilise over-the-top (OTT) video streaming platforms, as well as the factors that influence their actual usage. It also examines the correlation between actual usage and satisfaction. The present study seeks to investigate the determinants utilising an adapted framework known as the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2).

Methodology: Using snowball sampling, data was gathered from 424 respondents in total. After the demographic part, screening questions were asked to determine whether or not the respondents were using the OTT video streaming platforms. This was done to eliminate any respondents who are not utilizing these platforms. After eliminating a total of 398 valid responses were examined using partial least squares-structural equation modelling (PLS-SEM).

Findings: The findings indicated that certain variables within the extended UTAUT2 framework had a notable impact on individuals' behavioural intention to embrace and actively utilize over-the-top (OTT) video streaming platforms. Hedonic motivation, performance expectancy, effort expectancy, social influence, facilitating conditions, and habit all strongly influence the intention and actual usage of OTT video streaming platforms. The study indicated that the price value did not have a significant impact on the behavioural intention and actual use. Additionally, the study indicates that there is a significant relationship and influence

between actual use and satisfaction. The proposed model could account for 71% of the variation in BI, 52.50% of the variation in AU, and 31.20% of the variation in SAT.

Managerial implications: The findings offer valuable insights that help managers and over-the-top (OTT) video streaming service providers in understanding consumer requirements and preferences. In order to enhance adoption rates and consumer satisfaction, they can leverage factors such as PE, EE, SI, FC, HM, and HB to build their platforms and optimize their marketing strategies.

Theoretical implications: Theoretical knowledge regarding consumer behaviour in the context of over-the-top (OTT) streaming video platforms is enhanced by this work. By extending the UTAUT2 model, integrating the satisfaction construct after actual use, and examining the unique context of over-the-top (OTT) video streaming platforms, the study contributes to the corpus of knowledge on technology adoption, use and satisfaction.

Keywords: OTT, Over-the-top, video streaming platforms, UTAUT2, consumer adoption, consumer satisfaction, Goa, India

CHAPTER 1: INTRODUCTION

1.1 Introduction

Did you know that in the last few years, there has been a significant shift in the way we watch videos? With the increasing popularity of over-the-top (OTT) video streaming platforms, we can now access a wide variety of video content directly from the internet, no matter where we are or when we want to. These over-the-top (OTT) video streaming platforms, such as Netflix, Amazon Prime, Disney Plus Hotstar, Sony Liv, Zee5, Jio Cinema, and Voot, have fundamentally altered the way we watch movies, TV shows, and other types of video content. And as a trailblazing OTT service provider, Netflix attracted a large number of subscribers and watchers, sparking the emergence of several additional platforms in recent years (Xu et al., 2023). The primary source of entertainment in the modern world is virtual streaming platforms. Due to the more improvised offerings offered by online streaming platforms, people are gradually moving away from traditional entertainment channels (Chawla et al., 2022). These services are quickly taking the place of traditional broadcast and cable TV. When compared to traditional video, video on demand (VOD) on OTT video streaming platforms has significantly increased (Madnani et al., 2020). Therefore, the substance and production pace of the television shows have been affected by this shift in behaviour. The phrase "OTT" has become widely used not only in India but also at the global level. With an emphasis on what, how, and when consumers view, over-the-top (OTT) video streaming platforms are revolutionizing the way their consumers consume content. According to research by Matrix, (2014), OTT platforms offer a vast selection of films, TV shows, and Web series. Some of these platforms even allow their consumers to watch without advertisements for an additional fee, and they also ensure that back-to-back episodes are delivered flawlessly. As a result, consumers are seeing more and more content as the outcome, they spend more time watching it. In the current scenario, over-the-top (OTT) media has become immensely popular

(Dasgupta & Grover, 2019). And these OTT video streaming platforms have grown in popularity across the globe in recent years. These services provide users with direct streaming access. Food and water are necessary for human survival, as it is well known, but in the present world, people believe it would be difficult to survive without the internet. For this reason, consumers are spending more time on over-the-top platforms, making the internet an indispensable aspect of their lives (Nagaraj et al., 2021). According to Nagaraj et al., (2021), everyone thinks of the phrase “content is king” when discussing what consumers are precisely consuming online, particularly on OTT video streaming platforms. Driven by the COVID-19 lockdown, the over-the-top (OTT) market has become a rapidly expanding sector (Prasad, 2022). Similarly, over-the-top (OTT) media has become widely available due to the internet's proliferation, and it is on the verge of having a significant social influence as more people use the internet, there is a higher need for online entertainment (Prasad, 2022). The market will noticeably shift soon due to the proliferation of mobile services, and society will also be impacted. Because of the popularity of mobile services and the various avenues for future development, the question of how we can use these services in the future has drawn a lot of interest (Prasad, 2022). According to Prasad, (2022), the term "OTT services" best describes those that are provided via online networks. These services are not dependent on any broadcasting station, cable connection, or satellite television platform; since they can be accessible online directly through smart TVs, desktop and mobile devices, PlayStation, Chromecast, Xbox, Firestick, and other compatible hardware (S. C. S. Li, 2017).

New platforms like Over the Top (OTT) have emerged as a result of the consumer's fast-increasing desire to place a greater emphasis on adapted content. These OTT video streaming platforms are likely to facilitate, encourage, or even trigger excessive consumption behaviours due to their combination of cheap and easy access to an almost infinite amount of content, as well as the ability to watch and consume series and films not only at home but also on mobile

devices while travelling or commuting (Ort et al., 2021). Since the lockdown, a new term came to light i.e. “binge-watching”. “Binge-watching” is the term used to describe the excessive consumption of series content, such as watching an entire season in one sitting. Many people have developed the habit of binge-watching web series, which began during the lockdown (Ort et al., 2021). But with the OTT market now in its maturity rather than its debut phase, company competition is heating up therefore, rather than focusing on bringing in new customers, research on OTT platforms must be done from the standpoint of retaining current ones (Yoon & Kim, 2023). As the need for these platforms increases, it's critical to comprehend the behavioural elements driving this expansion. If marketers fully understood these traits, they would be more equipped to analyze consumer behaviour on OTT video streaming platforms (Malewar & Bajaj, 2020). Consequently, with an emphasis on consumer adoption and satisfaction, this study will look at the situation of over-the-top (OTT) video streaming platforms in the state of Goa. And it is now possible for consumers to choose from a wide variety of over-the-top (OTT) video streaming platforms. Netflix, Amazon Prime, Hotstar, Voot, Zee 5, Sony Liv, and Jio Cinema are a few of the most well-liked options.

1.2 Video streaming platforms

Netflix: Netflix, Inc. is an American media service corporation founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California. The primary location of the business is in Los Gatos, California (Shewale, 2023). With millions of customers, Netflix is one of the largest online streaming services worldwide. As of January 2024, Netflix had 247.15 million members globally (Shewale, 2023). Netflix started as an internet streaming service to provide customers with content for their laptops. However, users were forced to access the content on their gaming consoles, tablets, and cell phones. The phenomenon of binge-watching originated here when it took on the task of creating programmes and then began to upload the entire season at once. Unlike TVs and cables, which stream an episode every day or every week. Netflix

gives consumers access to all of the episodes at once (Hadkonkar, 2023). Since its 2016 premiere in India, Netflix has grown to become one of the most widely used online streaming services in the nation. It provides a large selection of Indian content, such as TV series, documentaries, Hollywood and Bollywood films and also when compared with other online streaming services, Netflix offers a greater selection of original TV series. With a vast library of unique media content, it has joined the Indian entertainment scene (Hadkonkar, 2023). Indian Netflix users are also big fans of the streaming service's films. In addition to movies, Netflix original series, and more, users may watch content in English as well as regional languages like Bengali, Marathi, Tamil, Kannada, Malayalam, Hindi, Punjabi, and Telugu (Hadkonkar, 2023). In addition to spending more on locally produced content for the Indian market, Netflix is also providing its membership at the lowest cost possible (Malewar & Bajaj, 2020). Netflix has a market share of 7% in India (The Global Statistics, 2024).

Amazon Prime Video: Established on September 7, 2006, Amazon Prime, formerly known as Prime Video, is an American online streaming service owned by Amazon. Its headquarters are in Seattle, Washington. Movies and TV series created by Amazon Studios or licenced to Amazon as Amazon originals are made available to customers through Amazon Prime Video. Channels are another kind of content add-on service that Amazon Prime Video provides. With these, consumers can subscribe to extra video subscription services from other content providers inside of Amazon Prime Video (Hadkonkar, 2023). Along with a vast selection of streaming films and TV series, Amazon Prime offers a growing library of original content. The year 2016 saw the launch of Amazon Prime Video, a content streaming service, in India. Users in India can enjoy several benefits from Amazon Prime Membership Plans. Access to a vast collection of local, worldwide, and Indian television series, as well as Amazon originals, which is provided via Prime Video subscription. In addition to English, nine regional Indian languages are available: Hindi, Telugu, Tamil, Kannada, Punjabi, Marathi, Bengali,

Malayalam, and Gujarati (Hadkonkar, 2023). It is projected that 250 million individuals would have signed up for Prime Video globally by 2027. As expected, younger demographics seem to be the ones who consume Amazon's video content the most (Statista, 2023). The Head of Amazon Studios, Ms. Jennifer Salke, claims that “India has the biggest set of originals for Prime video outside of the US market” (Malewar & Bajaj, 2020). Amazon Prime Video has a market share of 9% in India and has subscribers of around 14 crores (The Global Statistics, 2024).

Disney Plus Hotstar: In February 2015, Disney plus Star India launched Hotstar, an Indian internet streaming service. It is owned by Novi Digital Entertainment, a wholly-owned subsidiary of Star India. Hotstar is accessible via its website and mobile applications for iOS and Android platforms. It started with a library that included over 35,000 hours of programming in seven different regional languages. By October 2022, its subscriber count stood at 61.3 million. Therefore, in India, Hotstar is the most widely used online streaming service right now. It is also the main internet streaming service that provides access to live sports, including football, cricket, and kabaddi. Seven regional Indian languages Hindi, Kannada, Tamil, Telugu, Bengali, Malayalam, and Marathi are supported for its content. Disney properties like Marvel and Pixar are available on this platform, in addition to films and television shows from well-known studios like Fox, HBO, and Showtime. It owns exclusive digital rights to several live sports, including Wimbledon and the Premier League, as well as the ICC World Cups (Hadkonkar, 2023). Disney plus Hotstar has a majority of the market share in India which is 41% (The Global Statistics, 2024).

Voot: On March 26, 2016, the Indian internet streaming platform Voot was introduced. The owner of it is Viacom 18. Numerous audiences can access thousands of hours of material on this internet streaming platform. As of March 2021, it has one million paying subscribers. Children's programming and content from networks like MTV, Nickelodeon, and Colours are

available on Voot. Users can simultaneously watch content in Bengali, Tamil, Telugu, Hindi, and Kannada. Voot launched Voot Select, a premium membership service, in February 2020. It offers several alternatives and more than 35,000 hours of fascinating entertainment. This premium subscription package includes Voot original material, live channels, the newest international series, and an ad-free experience.

Sony Liv: 2013 saw the debut of SonyLIV, India's first over-the-top service. As a streaming platform, it provides content licensed from Indian third-party providers including Lionsgate and ITV, as well as content from its local networks, including movies, TV series, live sporting events, and original programming. As a result of its increased involvement in the production and distribution of movies and TV series since 2020, SonyLIV is now able to provide a wide variety of original programming content on its own online platform. Eighteen years' worth of programming from Sony Pictures Network India's channels, including Sony TV, Sony SAB, Sony Aath, and Sony Marathi, are available in SonyLIV's core archive (Your Story, 2024). On video-on-demand (VOD) services, SonyLIV's OTT app distributes vast amounts of content to over 100 million Indian users across a variety of devices. More than 30,000 hours of live and on-demand video content in several languages, including English, Hindi, Marathi, Bengali, Gujarati, Tamil, and Telugu, are available on the advertisement and subscription-based service. From Sony Pictures Network India's (SPN) content portfolio, viewers may access over 70,000 HD videos in addition to over 1,200 Bollywood and Hollywood films, original web series, fitness content, TV channels, news, and music (Sharma G. , 2020). Sony LIV currently has 24.4 million paying customers, up from 0.7 million in 2020. Everyone had written this streaming platform off their mobile phones and it even struggled for years. Until it restarted in June 2020, it eventually hit its stride and joined the ranks of the successful list. The premium content slate has contributed significantly to the company's growth. It introduced unique content such as “Scam 1992”, “Rocket Boys”, and “Maharani”,

among others. It also became a popular destination for sports fans, hosting numerous events (Chacko, 2023).

Jio Cinema: Jio Cinema is a popular video streaming service in India that provides a diverse selection of films, television episodes, and other entertainment. The platform has recently gained traction, thanks to the addition of several top Indian and international films and TV shows, as well as exclusive IPL streaming. The service is free for all users, although there is a single premium plan available for HBO programming (Chawla, 2023). The Jio Cinema free membership package as it is available to all consumers across the country, regardless of the SIM they use. The subscription provides access to almost everything on the streaming platform, except for international TV shows and films from Warner Bros. (WB) and HBO. Using the Jio Cinema free membership, users may watch live TATA IPL 2023 matches, the Bollywood movie Vikram Vedha, and unique series such as Naagin and Parshuram (Chawla, 2023). The plan works on all platforms, including smartphones, laptops, and televisions, and does not require a login. However, whether watching a movie or a TV show, you will be offered advertisements (Chawla, 2023). Jio Cinema provides a freemium video streaming service. Here, freemium denotes that it is available in both the free and premium tiers. The free tier allows users to consume content with up to 1080p resolution (with commercials). In the premium tier, users may enjoy ad-free 4K quality streaming on certain titles (Sharma, 2023). Jio Cinema's premium subscription starts at Rs 999 per year. It provides high-quality audio and video streaming with no advertisements. With the option to stream on four devices at once, you can watch practically any movie or television show, including HBO and WB exclusives. There will also be live TATA IPL matches. Like the free plan, you may watch it on any device (Sharma, 2023). You can continue watching a movie or TV show from where you left off, even if you switch devices. Here are some of the features offered by Jio cinema: Watch list: You can establish a watch list of your favourite films and TV episodes to make it

easier to find them later.
Autoplay: When you complete watching one episode of a television show, the following episode begins automatically without even putting effort into playing it.
The dock player: allows you to view a video while browsing other material on your device.
Voice search: Use your voice to find films and TV series.
Bitrate selection: You can select the quality of the movie you wish to watch, depending on your internet speed.
Download: Downloading movies and TV series allows you to watch them offline.

Zee 5: ZEE5, an Indian subscription video-on-demand and over-the-top streaming platform, is run by Zee Entertainment Enterprises (Times of India, 2023). ZEE5 is an OTT platform operated by Zee Media Corporation that contains all of the Zee platform's programming and films. The portal also features a variety of original series and films developed particularly for it. It is priced at Rs 99 per month and Rs 999 annually. The company now sells a monthly bundle pack for Rs 198 that includes ZEE5 and Gaana+ subscriptions. The regional pack costs Rs 49 and gives customers access to all regional content (The Indian Express, 2020).

1.3 Background

Content that can be delivered over-the-top (OTT) via the internet without requiring a traditional cable or satellite pay-TV subscription is known as “over-the-top” or “OTT”, and it's becoming more and more popular. OTT is a disruptive force in the entertainment industry and goes beyond YouTube or cable networks for streaming (The Global Statistics, 2024). Put another way, “over-the-top”, or “OTT” is the term used to describe the delivery of media services and content over the Internet without requiring the involvement of a multiple-system operator in the distribution or management of the content. More broadly, over-the-top (OTT) refers to any services that are provided over IP networks without the use of an access of network provider. These services may include retail e-commerce, social networking, banking, and a

variety of other services in addition to audio, video, gaming, and messaging. Users often use the same Internet connection that they use for other activities, like email or web surfing, to access OTT platforms on smartphones or tablets (The Global Statistics, 2024). Traditionally when we look at earlier times people have watched movies and other audiovisual content on television or in theatres. However, as technology developed, VHS, DVDs, Blu-rays, and disc rental services allowed people to conveniently access content at home whenever they wanted it (Sundaravel & Elangovan, 2020). The year 1980s saw a rapid rise of video cassette recorders and players (VCRs/VCPs), which put the traditional ways of watching films in jeopardy but the DVD business and single screens were virtually destroyed in the early 2000s with the emergence of multiplexes in major cities (Market Feed, 2023). Later the year 2008 saw the launch of BIGFlix by Reliance Entertainment, the nation's first independent over-the-top (OTT) service (Market Feed, 2023). While the first over-the-top mobile app in India, nexGTv, was released in 2010 by Gurugram-based Digivive. It offers live and on-demand television. The first app to offer live mobile streaming of Indian Premier League matches was nexGTV in 2013 and 2014. Over-the-top (OTT) became quite popular in India around 2013, since DittoTV (Zed) and SonyLiv also debuted in the nation (Market Feed, 2023). The portal DittoTV compiled material from well-known media companies, including Zed, Sony, Viacom, Star, and others (Market Feed, 2023). Further, another OTT player in India which is Hotstar expanded in the year 2015, when it obtained the rights to stream the Indian Premier League. The term “OTT Video” is a digital media distribution model that allows consumers to access and view video content whenever it's convenient for them, typically via the internet (Statista, 2023). Because of which these OTT services' growing popularity is currently causing problems for multiplexes (Market Feed, 2023). As per reports by (Times of India, 2023) OTT platforms are becoming more and more common in India due to the country's rapid expansion of its internet infrastructure. As a result, they are no longer dependent on conventional media outlets and

distribution networks to distribute material directly to consumers. With efforts like Digital India and other government programmes expected to propel growth, India is expected to remain one of the world's leading markets for over-the-top (OTT) platforms (Times of India, 2023). The Indian market is nuanced when it comes to paying for entertainment. The affordability of mobile data plans and the ease of access to smart devices have contributed to a notable rise in the consumption of digital information, but since Doordarshan was replaced by Direct-to-Home (D2H) and then over-the-top (OTT) services, Indians' habit for viewing content have evolved. Based on a survey conducted by Eros Now and KPMG, over-the-top (OTT) viewers in India spend approximately 70 minutes a day on video streaming platforms and consume content 12.5 times a week (Market Feed, 2023). Over the past several years, India's over-the-top (OTT) market has grown by 20% thanks to the availability of high-speed internet access and more reasonable subscription pricing and there are currently 12 crores active paid OTT subscribers out of a total of 42 crore viewers (Times of India, 2023). The demand for online video content has significantly increased since the pandemic's lockdowns compelled millions of Indians to stay indoors. As a result, the OTT media services sector in India is growing quickly, and this growth includes the rising consumption of foreign content in English or dubbed versions (India Briefing, 2023) and fans of new films can watch them far sooner than TV, thanks to the deals made by producers and OTT. Hence, OTT is the best medium for new viewers to completely engross themselves in their favourite series and films. Consumers are turning away from the same old Indian TV shows and are increasingly embracing OTT platforms in order to access fresh, top-notch content (Times of India, 2023). The value of India's OTT market in the fiscal year 2021–2022 was INR 249.09 billion (US$2.92 billion) (India Briefing, 2023). The market is anticipated to expand at a compound annual growth rate (CAGR) of about 16.58 per cent between FY 2023 and FY 2027, reaching a value of INR 581.21 billion (more than US$7 billion) (India Briefing, 2023). By 2028, the number of users

in India's OTT Video market is predicted to reach US$5,584.00 million (Statista, 2023). User penetration is expected to increase from 31.6% in 2024 to 37.0% in 2028. Additionally, the average revenue per user (ARPU) in the OTT Video sector is expected to reach US$9.10 by 2024 (Statista, 2023). Research titled "Shaping the Future of Indian M&E," published by (BSG, 2022) states that the Indian OTT market is projected to flourish at a compound annual growth rate (CAGR) of 20–23% from 2022 to 2030. By the end of this decade, its value might be in the range of $11–13 billion. According to the analysis, by 2030, only ad-supported platforms will make up 40–45 per cent of India's total OTT revenue; in contrast, subscription video-on-demand (SVoD) platforms may generate 55–60 per cent of that amount (India Briefing, 2023)

1.4 Aim and objectives

The purpose of this study is to carry out an in-depth investigation of the factors influencing OTT video streaming platform adoption, actual usage, and consumer satisfaction in Goa State. The goal of the study is to understand the determinants influencing consumers' intention to use these platforms, examine the determinants influencing their actual use, and investigate the relationship between actual use and satisfaction.

1) To study the determinants of consumer's intention to adopt an OTT video streaming platform.
2) To identify and analyse the determinants influencing the actual use of OTT video streaming platforms.
3) To analyse the relationship between actual use and satisfaction with OTT video streaming platforms.

1.5 Research questions

1) What are the factors that influence consumer's intention to adopt an OTT video streaming platform?

2) What factors lead to the actual usage of OTT video streaming platforms?
3) What is the relationship between actual use and satisfaction with OTT video streaming platforms?

1.6 Scope

With regard to Over-The-Top (OTT) video streaming platforms, this study intends to conduct a thorough analysis of consumer adoption, actual use, and satisfaction within the distinct socio-economic and cultural context of the state of Goa. Ten factors are investigated in this study, which is based on the UTAUT2 framework: performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), price value (PV), hedonic motivation (HM), habit (HB), behavioural intention (BI), actual use (AU), and satisfaction (SAT). By examining the relationships between these factors and their implications on consumer behavior and satisfaction, this study seeks to provide significant insights into the OTT video streaming landscape in Goa. By means of an in-depth analysis of Goa's socio-economic, cultural, and demographic characteristics, the study seeks to shed light on the ways in which these components impact consumer behaviour and satisfaction within this particular geographic setting. In the end, this research aims to deepen our knowledge of the dynamics of technology adoption and satisfaction in the Goan market, providing useful information to academic and business stakeholders.

1.7 Research gap

Several papers from respectable publications were reviewed to examine earlier studies on OTT video streaming platforms. Yoon & Kim, (2023) conducted a study in South Korea to find out why users of OTT services keep using them. Numerous studies were conducted in India, including one on the factors influencing Indian consumer willingness to sign up for OTT video streaming services (Nagaraj et al., 2021), Millennial customers' determination and ranking of the critical aspects while choosing an over-the-top video platform service (Koul et

al., 2021), how can young consumers get engaged with over-the-top (OTT) platforms as opposed to traditional pay television services? an examination of how gamification and shifting customer preferences (Sadana & Sharma, 2020), analyzing the variables affecting Indian consumers' adoption of OTT services (Bhattacharyya et al., 2022), examining the effects of COVID-19 on India's over-the-top media platforms (Madnani et al., 2020), streaming applications: an analysis of users' satisfaction with using these platforms during COVID-19 (Chawla et al., 2022), & path analysis provides insights into the effects of OTT media on society (Prasad, 2022). All these studies were based on different states of India which include New Delhi, Mumbai, Bengaluru and Kolkata. (Jick Castanha, Subhash Kizhakanveatil Bhaskaran Pillai, Ling-Chen Chang, 2017) conducted a study on the importance-performance analysis in the entertainment sector, attempting to evaluate the components of the Indian entertainment industry's service quality among users of cable television services (CTS) and Direct home television (DTH) in the state of Goa. Another study on satisfaction levels and the impact on the personality of users towards online streaming platforms regarding Goa was done (Hadkonkar, 2023). These two studies were conducted in Goa. Nevertheless, no studies have been done in the state of Goa regarding the use and satisfaction of OTT video streaming platforms. Although a study on user satisfaction with OTT video streaming platforms has been done (Hadkonkar, 2023), but the UTAUT2 viewpoint is absent. Nevertheless, no research has been conducted including adoption and satisfaction with the UTAUT2 framework. Therefore, an extensive investigation into Goa's adoption and satisfaction with OTT video streaming platforms was required to bridge the gap.

The remaining portion of the dissertation is structured as follows: An overview of the literature along with theoretical framework and model development is provided in Chapter 2. The research methodology that served as our guidance is presented in Chapter 3. The 4th chapter contains the data analysis, measurement and structural model results, discussion and

conclusion, theoretical implications, managerial implications, limitations of the study along with scope for future study.

CHAPTER 2: LITERATURE REVIEW

2.1 Literature review

The Internet caused the industry to transform, and today it plays a major part in all economic activity (Ferreira Barbosa et al., 2022). Over the past two decades, the internet economy has witnessed significant growth and technological advancements have spawned the creation of new OTT platforms (Madnani et al., 2020). Big data, mobile technology, and the Internet are some of the technological trends that are changing society and industry (Brem & Voigt, 2009). Additionally, the internet has transformed the sector and elevated digitization to a central position in all commercial endeavours (Ferreira Barbosa et al., 2022). These are the key reasons why OTT video streaming platforms are flourishing. Their business is flourishing in part because they are aware of how price-sensitive Indian consumers are. As a result, they primarily rely on advertising-based free models (AVOD), which give users access to free content but display an excessive amount of advertisements. Occasionally, they also use video on demand (VOD), which shows no advertisements but requires users to pay extra for the content (Xu et al., 2023). As a result of this change, the company's principal operation is impacted by the Internet, and there are now different consumer categories, a more global marketplace with a larger range of cultural backgrounds, and higher customer expectations for the quality of goods and services (Akerman & Akerman, 2015). The phrase “luxury turned necessity” applies to OTT video streaming services in India (Malewar & Bajaj, 2020). The future of watching entertainment is shifting rapidly in India, but more slowly than in other nations (Madnani et al., 2020). Since 4G and the next 5G network will provide unlimited data, there will be a large number of affordable and readily available online streaming services (Moochhala,2018). Therefore, it becomes crucial for research to look at consumers' intentions, usage patterns, and level of satisfaction. To investigate consumer intentions and the actual use of new technologies, several theoretical models have been established (Beh et al., 2019). The

models for technology acceptance and use used in this study were derived from the following sources: TAM (Davis F. et al., 1989), the UTAUT and UTAUT 2 (Venkatesh et al., 2003, 2012) respectively. UTAUT and UTAUT2 models outperform TAM in terms of predictive power for consumers (Venkatesh et al., 2012). Two components of behavioural intent toward technology usage were proposed by the information systems theory known as the Technology Acceptance Model (TAM) “the user's attitude toward using the technology and their assessment of its usefulness” (Davis F. et al., 1989). TAM is typically used to predict customer acceptance or rejection of new technologies. This paradigm holds that users' decisions to use new technologies are impacted by several factors, such as perceived usefulness and ease of use (Davis F. et al., 1989). Perceived ease of use refers to the user's anticipation that the system would be simple to use, whereas perceived utility refers to the user's conviction that using an application system will improve their professional performance inside an organization (Davis F. et al., 1989). Further, Venkatesh et al., (2003) utilized these concepts as performance expectancy and effort expectancy in his research. The TAM model does not fully account for social impact in real-world scenarios, making it insufficient for predicting the adoption of new technology (Beh et al., 2019). Still, many academics and researchers have used the TAM model (Indrawati & Haryoto, 2015).

The unified theory of acceptance and use of technology (UTAUT) by (Venkatesh et al., 2012) measures the behavioural intention and satisfaction of users (Verma et al., 2020). All of the aforementioned models have previously undergone thorough testing, analysis, and demonstration of their significance for forecasting and measuring consumers' intentions to use a specific technology (Bhattacharyya et al., 2022). Venkatesh et al., (2012) created UTAUT 2 by fusing the governing frameworks of several other models that were already in use to assess how people behave while adopting specific technologies. Some additional models including TAM (Davis F. et al., 1989), were innovation diffusion theory (IDT) (Rogers, 2003), and social

cognitive theory (SCT) (Bandura, 1986). IDT aimed to explain why and to what extent new ideas and technologies were becoming popular. According to IDT, the spread of an innovative concept was influenced by four key factors: time, social structure, transmission media, and remodelling (Rogers, 2003). SCT was frequently used in the communication, psychology, and educational domains (Carillo, 2010). SCT included the idea that a person's ability to absorb knowledge could be directly related to how they observe other people in terms of social connections, prior engagement, and external influence via a variety of media and social media channels (Bandura, 1986). All these theories were combined and UTAUT was developed by (Venkatesh et al., 2003) for employees' point of view in an organisation for technology acceptance and use. In this UTAUT model, there are four crucial elements: social norms, facilitating conditions, perceived utility, and perceived ease of use. Further UTAUT2 was developed by Venkatesh et al., (2012) by combining three more factors to the original UTAUT framework which are habit, price, and hedonic motivation and this model was for the consumer perspective on the adoption and utilization of technology. Previous empirical studies have demonstrated that the diversification recommended in UTAUT2 has significantly improved the assessment of behavioural intention towards technology use (Venkatesh et al., 2012). In addition to speculating on the influence of these elements on behavioural intention towards usage, UTAUT2 also considered the moderating roles of demographic characteristics on actual utilisation.

This study examines the determinants that influence consumers' adoption and actual use of over-the-top (OTT) video streaming platforms. After a review of the literature, it was determined that UTAUT 2, which is appropriate for the context of consumers, is the best theory to measure adoption and actual use (Venkatesh et al., 2012). If further UTAUT 2 is extended it can also measure satisfaction which is taken into consideration in this study. UTAUT was created to explain employee technology acceptance and use. Its four main constructs

performance expectancy, effort expectancy, social influence, and facilitating conditions affect behavioural intention, which leads to actual use (Venkatesh et al., 2003). Later on Venkatesh et al., (2012) expanded the model by including three additional constructs: price value, hedonic motivation, and habit. These factors will also affect behavioural intention to utilize technology, which will ultimately result in its actual use. This UTAUT 2 is suitable to explain consumer technology acceptance and use of technology which is why this model i.e. UTAUT 2 theory is taken into consideration for our study. When compared to UTAUT, the extensions in UTAUT2 produced a considerable improvement in the variation explained in behavioural intention (from 56% to 74%) and technology use (from 40% to 52%) (Venkatesh et al., 2012). The UTAUT model explains 70% of the variation in usage intention, outperforming the eight original models utilised in its development (Venkatesh et al., 2003, 2012). As a result, UTAUT is used in this study since it is the most comprehensive model for predicting the adoption and use of technology.

2.2 Theoretical framework and hypotheses development

Users' perceptions of over-the-top (OTT) usage and adoption have changed as a result of the rising demand for digital content (W. Li et al., 2016). Over the years, researchers have looked into a variety of OTT service elements and the factors that influence users' intentions and behaviour when using OTT-related technology (W. Li et al., 2016).

This section provides updates and clarifications on a number of factors that affect Goan consumers' adoption, usage and satisfaction with OTT video streaming platforms. To achieve this, the UTAUT 2 will be expanded in this study. The independent variables will be performance expectancy (PE), effort expectancy (EE), social influence (SI), price value (PV), facilitating conditions (FC), hedonic motivation (HM), and habit (HB). The dependent variables will be behavioural intention, actual use, and one additional variable i.e satisfaction.

The theoretical framework is shown below, and each of the expected correlations is explained and supported in the following subsections based on previous study findings from the literature.

2.2.1 Performance expectancy

Performance expectancy is the extent to which individuals believe that utilizing a specific information system will enhance their performance or the extent to which individuals believe that utilizing a specific technology would be normal for them and enhance their performance (Venkatesh et al., 2003). “The extent to which consumers will benefit from the use of technology in particular activities” is the concept of performance expectancy, (Venkatesh et al., 2012). Regarding OTT media platforms, performance expectancy can be defined as “the speed and location at which they provide their services to customers” (Malewar & Bajaj, 2020). However, Bhattacharyya et al., (2022) further defined value expectancy as “the degree to which individuals believed that using OTT would help them create value”. Adopting technology is only done by someone who believes it would improve their performance (Meet et al., 2022). Therefore, the Current study indicates that customers are more willing to utilise technology that is more beneficial and will provide the desired results for them (Compeau & Higgins, 1995). Technology Acceptance Model (TAM), TAM2, Combined TAM and the Theory of Planned Behaviour (CTAMTPB), Motivational Model (MM), the PC utilisation model (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT) are the constructs that form the basis of performance expectancy (i.e. perceived usefulness, extrinsic motivation, job-fit, relative advantage and outcome expectations) (Venkatesh et al., 2003). The construct of performance expectancy is created by combining five performance-related constructs: relative advantage, job fit, perceived usefulness, extrinsic motivation, and result expectations (Tai & Ku, 2013). Research indicates that consumers are more inclined to adopt a certain technology if they think it would improve their daily lives (A. A. Alalwan et al., 2017; A. A. Alalwan, Dwiwedi, et al., 2016). Additionally, if customers think new technology will

enhance their quality of life, they are more likely to accept it (A. A. Alalwan, Dwiwedi, et al., 2016). This is the reason why the performance expectancy construct has been taken into consideration for this study. Consumers who utilise mobile services typically believe that they function better because they are more flexible, allow customisation, offer better information access, and save time (Baabdullah et al., 2019). The probability of customers adopting and sticking with these mobile services is increased by this rise in performance expectations (Özecan & Arıkan, 2022). It has been repeatedly demonstrated that the best indicator of behavioural intention is performance expectancy (Venkatesh et al., 2003). Furthermore, performance expectancy is a strong predictor of behavioural intention (BI) for a wide range of technologies, as shown by multiple studies, such as those on the adoption of OTT video streaming services (Malewar & Bajaj, 2020), mobile banking (A. A. Alalwan, Dwiwedi, et al., 2016), adoption of healthcare information system (Phichitchaisopa & Naenna, 2013), internet banking in Jordan (Abushanab & Pearson, 2007), adoption of e-learning Tarhini et al., (2017), mobile wallets (Madan & Yadav, 2016), how customer satisfaction is related to the use of fitness centre apps (Ferreira Barbosa et al., 2022) and M-banking adoption and actual use behaviour (Farzin et al., 2021). It is anticipated that PE will have a strong and favourable association with behavioural intention to use OTT video streaming platforms in the state of Goa in light of these previous studies findings. Based on the literature that is currently available, there is a connection between performance expectancy and actual use (Aggelidis & Chatzoglou, 2009; Han, 2005; Holden & Karsh, 2010; Maillet et al., 2015; Melas et al., 2011; Paré et al., 2006; Pynoo et al., 2012). Consequently, the following hypotheses are put forth.

H_1: Performance expectancy has a significant impact on the behavioural intention to use OTT video streaming platforms.

H_2: Performance expectancy has a significant impact on the actual use of OTT video streaming platforms.

2.2.2 Effort expectancy

Most commonly, effort expectancy is described as an intrinsic element (Abu-al-aish & Love, 2013). But Venkatesh et al., (2003) defined effort expectancy as “the degree of ease associated with the use of the system” and it is also defined as “the degree to which someone thinks using the technology would be effortless” (Yadav et al., 2016). Yu, (2012) says effort expectancy (EE) refers to an individual's degree of ease and comfort when using a specific technology. Thus, it determines the amount of effort needed to comprehend and utilize technology (Tai & Ku, 2013). Additionally, consumers are more inclined to start using technology if it is first easy to use (Dhiman et al., 2020). Similarly, users are less likely to stick with an app if its technology is complex to use (Yuan et al., 2015). Customers favour using technology that is simple to use and offers the most advantages (Davis F. et al., 1989). As per Davis F. et al., (1989), the perceived value and utility of a new technology are important factors, but so are the work involved in using it, when determining a consumer's intention to embrace it. According to Abu-al-aish & Love (2013), the UTAUT framework incorporates three variables that were found in earlier models as being associated with effort expectancy. The three variables include perceived ease of use (TAM/TAM2), complexity (MPCU), and ease of use (IDT). This is included by (Venkatesh et al., 2003) in the UTAUT framework. It can also be claimed that the effort expectancy and perceived ease of use of the original TAM are similar. Ease of use is a very crucial component in adopting information technology (Wu et al., 2008). Studies have shown that consumers' intentions to utilise technology are positively impacted by technology that is first simple to use. Therefore this is the main reason why the effort expectancy construct is taken into consideration in this study. In consideration of OTT, several authors have defined it in their study which are as follows. It is the simplicity with which users can access and engage with over-the-top video streaming platforms (Malewar & Bajaj, 2020). As per Bhattacharyya et al., (2022) effort expectancy is the degree to which consumers find

using OTT services easy. Bhattacharyya et al., (2022) hypothesised that if consumers believed accessing OTT platforms was easier, they would be more likely to adopt OTT platforms. Numerous elements, including practicality, adaptability, and user-friendliness, influence this construct (Chinyamurindi et al., 2017). The term “effort expectancy” concerning OTT video streaming platforms refers to how much consumers believe that using these OTT video streaming platforms is simple to understand its interface and requires less effort to use it. Users feel linked to a particular technology that is basic and user-friendly (A. A. Alalwan et al., 2017). Prior studies have demonstrated that behavioural intention is positively influenced by effort expectancy (Abu-Shanab & Pearson, 2009; Dečman, 2015; Sharma et al., 2016; Zuiderwijk et al., 2015). Behavioural intentions are strongly predicted by effort expectancy in several scenarios, including online banking (Martins et al., 2014), m-banking (Bhatiasevi, 2016; Lau, 2016; Mehmet, 2016), mobile applications (J.-J. Hew et al., 2015), Use of fitness apps on smartphones by consumers (Dhiman et al., 2020) and m-payments (A. C. Teo et al., 2015). The reasons underlying the relationship between behavioural intention and effort expectancy have been explained by a number of researchers in several settings. Xu et al., (2023) in his study found out that users' intentions to keep using the service are positively correlated with the ease of use. Studies have demonstrated that consumers have significant levels of behavioural intentions when EE is strong (Chang, 2013). When it comes to M-banking, consumers believe that the application is user-friendly, minimal maintenance, and makes it simpler to complete transactions independently (Farah et al., 2018). Effort expectancy having a positive correlation with behavioural intention to use which means consumers will finally use the technology if it is easy and user friendly which is reflected in the following studies. M-banking applications offer easy navigation between pages, eliminating the need for users to physically visit a bank for financial transactions (Sampaio et al., 2017). Ease of access to technology can encourage users to forecast their intentions to adopt and use it effectively (Martins et al., 2014). Therefore

it is anticipated that in the context of this study, consumers will be more inclined to accept the system if they find it easy to use. As a result, the following hypotheses are put forth:

H_3: Effort expectancy has a significant impact on the behavioural intention to use OTT video streaming platforms

H_4: Effort expectancy has a significant impact on the actual use of OTT video streaming platforms

2.2.3 Social influence

Numerous researchers in diverse contexts have defined social influence. Firstly according to Venkatesh et al., (2012) the definition of social influence, is the "amount to which consumers perceive that important others believe they should use a particular technology". Secondly, if someone thinks their peers will approve of a behaviour, they are more likely to engage in it (Fishbein & Ajzen, 1977). A study by Bhattacharyya et al., (2022) defined social influence as the extent to which a person's admission of using OTT was impacted by the opinions of others. Bhattacharyya et al., (2022) further stated that social influence refers to the degree to which participants felt that their decision to use over-the-top (OTT) services was influenced by others. An individual is more likely to make plans to participate in a particular behaviour if they think their peer group will approve of it (A. Gupta et al., 2017). In this study, "social influence" refers to the influence of friends, relatives, or coworkers who suggest using OTT video streaming platforms to view the latest movies or web series. So as a result a curiosity will arise in the mind of the consumer to visit that particular OTT video streaming platform and watch it. A number of theories, such as the theory of reasoned action, the theory of planned behaviour, and the decomposed theory of planned behaviour, have looked at social influence and argued that it is significant in predicting behavioural intention (Abushanab & Pearson, 2007). Venkatesh et al., (2003) states that when determining social influence, the UTAUT should take images, social factors, and subjective norms into account. Because the social

influence construct in UTAUT was made up of subjective norms (SN), social influence/factors, and image (Venkatesh et al., 2003). Social dimensions of MPCU (Thompson et al., 1991) and (Rogers, 1962) image in IDT. It is a substantial predictor of behavioural intention and recognized as a subjective standard in the C-TAM-TPB, TAM, theory of planned behaviour, and theory of reasoned action (Davis F. et al., 1989; Fishbein & Ajzen, 1977; Taylor & Todd, 1995). Venkatesh et al., (2003) claimed that social influence is more effective in forced settings than in voluntary ones just like in this study OTT video streaming platforms are not mandatory to use and one can use them as and when a consumer wants to use them. Therefore, social influence becomes evident as a significant factor influencing people's decisions when it comes to the adoption and use of technology. According to Zhou et al., (2010), social influence refers to the impact that a person's social circle which includes friends, family, and coworkers has on the use of smartphone fitness apps. This effect is especially noticeable when people see changes in their friends' use of different services (Baptista & Oliveira, 2015; Dwivedi et al., 2017). As demonstrated by the appreciation of OTT platform usage, social network support and encouragement are crucial in this framework (Malewar & Bajaj, 2020). In particular, when consumers struggle with unfamiliarity and ignorance in the early stages of adopting technology, social influence becomes considerably more significant (Adapa et al., 2018). Users are encouraged to develop behavioural intentions impacted by social dynamics using mobile applications, which are omnipresent and indispensable (J.-J. Hew et al., 2015). This is especially true in educational settings, where social circles' acceptance and support of using social media for educational reasons is crucial (Alhwaiti, 2023; Aljaafreh, 2021). Moreover, social influence affects important fields like mobile financial services, where people's intentions are significantly influenced by their opinions (A. A. Alalwan et al., 2017; Tarhini et al., 2017). This emphasizes how social influence and behavioural intentions are directly related, explaining how people can be persuaded to act based on the opinions and actions of their social

peers. Existing Research shows that social influence strongly predicts behavioural intention (Chong and Ngai, 2013). In many situations, such as mobile payments (Hongxia et al., 2011; Moura et al., 2017; Slade et al., 2015; Tan et al., 2014; Yang et al., 2012), social commerce (Akman & Mishra, 2017), m-banking (Bhatiasevi, 2016; Lau, 2016), and mobile app usage intention (J.-J. Hew et al., 2015). Furthermore, social influence plays a more comprehensive effect than just adoption; it also helps reduce the fear that comes with using new technologies by encouraging social media participation(C. K. Shah & Vasada, 2020). Therefore, after the consumer gets a recommendation from his social circle his intention to adopt OTT video streaming platforms will finally lead to the actual usage of these platforms as a result following hypotheses are postulated:

H_5: Social influence has a significant impact on the behavioural intention to use OTT video streaming platforms.

H_6: Social influence has a significant impact on the actual use of OTT video streaming platforms

2.2.4 Facilitating conditions

The idea of perceived behavioural control from the theory of planned behaviour is comparable to the facilitating conditions as stated by UTAUT2 (Venkatesh et al., 2012) and it refers to an individual's belief in having control over their behaviour (C. K. Shah & Vasada, 2020). It refers to “users' belief that they have the knowledge, resources, and necessary support to engage in a particular behaviour” (Venkatesh et al., 2012). These conditions refers to the availability and accessibility of resources that encourage a given behaviour (Siddik et al., 2016). These resources or variables either help or hinder the adoption and usage of technology (Yuan et al., 2015). Facilitating conditions in IS research include training, advice, infrastructure, and help-desk support, which can either increase or hinder IT use (Chan 2013). Facilitating conditions influence both intention and behaviour, similar to perceived behaviour

al control in the theory of planned behaviour (TPB) (Ajzen, 1991). In the original UTAUT by Venkatesh et al., (2003), intention could not be explained by facilitating conditions alone. However, the later version of the UTAUT identified intention as a direct response variable that influences actual usage behaviour (Venkatesh et al., 2012). Because they believe that the particular technology is compatible with other technologies they have used in the past, customers are therefore motivated to use the technologies for which they have some resources and support (A. A. Alalwan et al., 2017). These views are important factors that influence the availability of services meant to promote the use of OTT services. In addition, Tarhini et al., (2017) pointed out that favourable conditions for using technology at work depend on things like having access to assistance and training. This emphasizes how crucial support networks are to the successful adoption of technology in the workplace. Furthermore, Malewar & Bajaj, (2020) emphasize how important technical support and infrastructure are to making OTT video streaming systems easier to use. They highlight how crucial these facilitating conditions are to providing easy access to and use of OTT services, emphasizing the significance of reliable technical infrastructure and support systems. One environmental aspect that affects users' view of how easy or difficult an activity is to perform is its facilitating condition. (Tarhini et al., 2017) i.e. if you have the necessary resources to utilise a particular technology then completing an activity will be easier. A study by A. Gupta et al., (2017) found that facilitating conditions include having the requisite resources (e.g., internet connectivity and smartphone memory) and knowledge to make travel purchases using a smartphone. Just like infrastructure, including of electricity, internet, personal computers, and tablets, is considered facilitating conditions in the study by (A. A. Alalwan et al., 2017) who also found that facilitating conditions are crucial elements while adopting mobile banking services. Similarly, in the context of this research, facilitating conditions will consist of whether the consumer have a data pack to access the internet, a subscription plan to access OTT video streaming platforms and a technological

infrastructure like a mobile phone, laptop or smart TV to watch movies or series on it. Individuals' propensity to tolerate certain behaviours is also heavily influenced by their cultural, social, and technological background, as well as their sense of psychological control (Jennifer et al., 2017). Since a lack of resources can be a barrier to usage, it is also crucial to look at the effect of facilitating conditions on the adoption of OTT video streaming platforms. Studies show that in a variety of situations, facilitating conditions and behavioural intention are linked including 3G mobile services (Wu et al., 2008), internet banking (Foon & Fah, 2011), m-learning (Hussein et al., 2015; Kang et al., 2015), and mobile wallets (Madan & Yadav, 2016). According to Venkatesh et al., (2012), Facilitating conditions greatly influenced behavioural intentions and actual usage. Consequently, we postulate that:

H_7: Facilitating conditions have a significant impact on the behavioural intention to use OTT video streaming platforms

H_8: Facilitating conditions have a significant impact on the actual use of OTT video streaming platforms

2.2.5 Hedonic motivation

Venkatesh et al., (2012) established the concept of hedonic motivation to explain the significance of intrinsic utility and he further defined HM as the “fun or pleasure derived from using a technology”. While Chao (2019) defined hedonic motivation as “the users' pleasure of using a system”. The “hedonic motivation” concept has been added to the “UTAUT2” model to improve performance expectations in consumer settings. Since it incorporated the crucial affective component into a mostly cognitive-based UTAUT, hedonic motivation (HM) is recognized as the most significant theoretical addition to the UTAUT2 (Tamilmani et al., 2019). The author's paradigm incorporates intrinsic values like pleasure, fun, playfulness, entertainment, and enjoyment alongside extrinsic ones like efficiency, utility, and performance expectations (Venkatesh et al., 2012). Further, Venkatesh et al., (2012) stated that hedonic

motivation is driven by the need for novelty and innovation when employing new systems. While extrinsic motivation drives technology adoption in organisational settings to enhance task performance (Farzin et al., 2021). Extrinsic motivation is when people perform things for a purpose other than the activity itself (Tamilmani et al., 2019). Extrinsic motivation examples include using mobile phones for purchases through mobile commerce (A. A. Alalwan et al., 2017). And additionally, using the internet to obtain e-government services (A. A. Alalwan, Dwiwedi, et al., 2016). The second sort of motivation is called intrinsic motivation. An example of intrinsic motivation would be when individuals engage in certain activities for personal enjoyment and fulfilment (Farzin et al., 2021). Therefore, the focus shifted from organizational users' extrinsic incentives to consumer technologies' intrinsic drive (Farzin et al., 2021). Customers' perception and adoption of new technologies are strongly influenced by intrinsic utilities such as fun, playfulness, and delight (A. A. Alalwan et al., 2017). Bhattacharyya et al., (2022) used hedonistic motivation for usage in his study and described it as “the degree of enjoyment that users of over-the-top (OTT) services experience using it”. Drawing from the existing literature on information systems, the researchers proposed that hedonic motivation as a term that refers to intrinsic motivation or perceived enjoyment had a major impact on consumers' tendency to adopt new technologies (Van Der Heijden, 2004). Further Malewar & Bajaj (2020) defined hedonic motivation as the joy of fulfilling entertainment desires through OTT video streaming platforms. Therefore, consumers are more likely to use devices that have distinctive, imaginative features and tools that look engaging (A. A. Alalwan et al., 2017). Various authors have defined hedonic motivation across different contexts which are: Consumers are more likely to accept mobile services that provide high entertainment value (Farah et al., 2018). Health and fitness apps often include fun aspects to engage users, despite not being specifically built for hedonic motives (Yuan et al., 2015). As the hedonic motivation system adoption model was being developed by Lowry et al., (2013), it was established that

the adoption of technology is significantly influenced by internal motivations like control, joy, and curiosity. Bhattacharyya et al., (2022) felt that customers are more likely to use OTT services if they provide them joy and happiness. Accordingly, this study implies that if consumers find OTT video streaming platforms entertaining, they are more likely to use them. People's adoption of technology is significantly influenced by hedonic motivation (Baptista & Oliveira, 2015). As a result, prior research under a variety of conditions demonstrates a positive relationship between hedonic motivation and behavioural intention (Beh et al., 2021; Dhiman et al., 2020; Farooq et al., 2017; Gu et al., 2016; Yuan et al., 2015). Also Hedonic motivation significantly influenced technology adoption (Alalwan, Dwivedi, et al., 2016; Arenas-Gaitán, 2013; Yuan et al., 2015) and e-learning (Ain et al., 2016; Moura et al., 2017; Raman & Don, 2013; Tarhini et al., 2017; T. Teo & Noyes, 2014). In the current study, users of OTT video streaming platforms are expected to be more engaged with the platform if they find it fun to use it. Thus, it was believed that the following:

H_9: Hedonic motivation has a significant impact on the behavioural intention to use OTT video streaming platforms

H_{10}: Hedonic motivation has a significant impact on the actual use of OTT video streaming platforms

2.2.6 Price value

Price value has been defined by various researchers across various studies which are as follows: The “trade-off between the perceived benefits received and the cost incurred for using the technology” is known as price value (Dodds et al., 1991). As per Moorthy et al., (2019) price value refers to an individual's awareness of the financial costs and benefits of adopting a system. It influences behavioural intentions to accept something. Similarly, Venkatesh et al., (2012), defined price value as the user's cognitive exchange between the money they spend on a technology and the benefits they think they will receive from using it. Consumers bear the

financial expense of adopting new technology, unlike organisations where they get to use technology without any expense. So before deciding to employ a new technology, individuals weigh the benefits against the financial costs (Beh et al., 2021). Users benefit from technology when it generates more profit than it costs (Venkatesh et al., 2012). Because of this, technology has a positive price value if consumers believe its benefits outweigh its costs, which in turn influences consumers' inclinations to utilize it. Similarly, the importance of respondents' opinions regarding the costs and benefits of OTT services in promoting their adoption and use is also highlighted by Bhattacharyya et al., (2022). Accordingly, price value was included by Venkatesh et al., (2012) as a predictor of behavioural intention to utilize technology in the UTAUT2 framework. UTAUT2 revealed that price value has a significant influence in consumer contexts, as customers typically incur monetary costs whereas employees do not in organisational contexts because consumers must bear the monetary expense of using technology, unlike in organisational settings where facilities are free (C. K. Shah & Vasada, 2020; Venkatesh et al., 2012). Adoption motivation for the new technology would increase with price value which means with increasing price value of the new technology consumers will adopt new technology (Dhiman et al., 2020). In the current study subscription rates for OTT streaming services significantly impact behavioural intentions (Malewar & Bajaj, 2020). These consumers are more inclined to utilize these OTT video streaming platforms if the pricing is reasonable and the benefits outweigh the costs. According to Zeithaml, (1983), there are expenses involved with using technology, even if it is free (e.g., downloadable apps) and also this includes charges associated with mobile internet, devices, services, and transactions (Baptista & Oliveira, 2015). The UTAUT2 framework by Venkatesh et al., (2012) suggests that price value is a strong predictor of technology adoption, as customers prioritise perceived advantages over monetary costs. Existing research also confirmed that price value strongly influences consumers' behavioural intentions to use the technology (Dečman, 2015; Arenas-

Gaitán, Begoña, 2013; H. Kim & Niehm, 2009; Mee & Huei, 2017; Raman & Don, 2013; Yuan et al., 2015). Even across different contexts, price value influences consumers' behavioural intentions which are: services for streaming music (Helkkula, 2016), adoption of mobile learning (Yang 2013), adopting TV streaming (Indrawati & Haryoto, 2015), mobile banking (Mahfuz et al., 2016) online learning (Raman & Don, 2013; Tseng et al., 2019). Following the existing literature price value leads to intention which will further lead to actual usage of these OTT video streaming platforms. As a result, the following hypotheses are postulated:

H_{11}: Price value has a significant impact on the behavioural intention to use OTT video streaming platforms

H_{12}: Price value has a significant impact on the actual use of OTT video streaming platforms

2.2.7 Habit

Similar to other constructs definition of habit has also been given by numerous researchers. Habit (HT) has been defined as the automatic behaviour that results from learning (Limayem et al., 2015). Habit is defined as “a behavioural tendency to repeat responses given a stable supporting context” in a basic conceptualization (Ouellette & Wood, 1998). Habit (HB) has been described as a frequent behaviour that tends to happen subconsciously and is repeated regularly. (J. M. Shah et al., 2015). It was a well-established style of feeling, wishing, or thinking developed by a prior mental experience (Andrews, 1903). When someone exhibited it, HB was frequently missed (Bhattacharyya et al., 2022). This was because performing everyday duties did not necessitate engaging in self-analysis (Bhattacharyya et al., 2022). However, consumers who access OTT platforms unintentionally and impulsively are said to be using these services (S. S. Kim et al., 2005). Moreover, one of the factors influencing the continuation of use was habit (Amoroso & Lim, 2017). The perceptional structure of doing something frequently and consistently is called a habit (Venkatesh et al., 2012). Put another way, a behaviour becomes habitual when someone performs it often and finds satisfaction in

the result (Venkatesh et al., 2012). Furthermore, it is proposed that the simplicity and quickness of these reactions encourage the repeating of well-trained habits (G. Gupta & Singharia, 2021). The “degree to which people tend to carry out actions automatically as a result of learning” has been referred to as habit (Limayem et al., 2015). Further Kim et al., (2005) compared automaticity with habit. Additionally, despite being conceptualized very identical, habit has been operationalized in two different ways: At first, habit is understood to be past behaviour Kim et al., (2005) and second, how much someone believes a behaviour to be automatic (Limayem et al., 2015). In the case of OTT video streaming platforms if the consumer uses these platforms in their daily life then after a particular point of time it will become their habit to use them daily. S. S. Kim et al (2005) discovered a significant correlation between past technology use and future technology use, which is related to the operationalisation of habit as prior use. It has been demonstrated that operationalizing habit in this way influences technology use directly, independent of intention, and also modifies intention's impact on technology use, making intention less significant as habit increases (Limayem et al., 2015). In the context of different behaviours, psychology research has shown similar conclusions (Ouellette & Wood, 1998). To understand habit simply Venkatesh et al., (2012) gave an example i.e. a customer may have a favourable opinion of mobile after using their device to check email frequently while driving for a considerable amount of time. Internet technology and a corresponding behavioural goal (e.g., During my commute, I'll use my mobile device to check my email) are related, checking email while commuting can be useful thus, the consumer's conscious mind stores this goal. The setting or context can elicit a pleasant attitude and intention on its own when someone gets into a car or taxi, which then leads to the activity (such as taking out a mobile device and reading email) according to this reasoning, a stronger habit will produce a stored intention, which will then influence behaviour (Venkatesh et al., 2012). Malewar & Bajaj, (2020) also said that if OTT video platforms are used regularly, then

there will be a constant increase in both intention and actual use of the technology. Habit can lead to positive thoughts regarding an action, previous research has used habit to explain users' behaviour (Ain et al., 2016; Hsiao et al., 2016; Tarhini et al., 2017; Yuan et al., 2015). Previous research also demonstrated that habit has a major impact on behavioural intention to use mobile payments (Slade et al., 2015), Wi-Fi via SMS (Astuti & Ariyanti, 2015), internet-based services (Moura et al., 2017), and electronic services (Albugami & Bellaaj, 2014). Additionally, previous studies have provided empirical validation for habit as one of the most reliable indicators of real usage across a range of domains (Hew et al., 2015; Miadinovic & Xiang, 2016; Wong, 2014). Some studies also discovered a negative correlation between habit and behavioural intention, despite the fact that numerous studies indicated a positive correlation between habit and behavioural intention. It is anticipated within the context of this study that if consumers get used to using the system, they will be more likely to accept it. Therefore our next hypothesis is presented as follows:

H_{13}: Habit has a significant impact on the behavioural intention to use OTT video streaming platforms

H_{14}: Habit has a significant impact on the actual use of OTT video streaming platforms

2.2.8 Behavioural intention and actual use

Many authors have clearly stated behavioral intention, as a concept that has been extensively studied in a variety of contexts, and they have all provided insight into its nuances. According to Fishbein & Ajzen, (1977), it is the individual's subjective likelihood of engaging in an activity in the future, highlighting their anticipatory mentality. Building on this idea, Ajzen, (1991) defines behavioural intentions as a person's preparedness to participate in a particular behaviour. Further elaboration is provided by Saleem et al., (2016), who defined behavioural intention as deliberate plans or intents to carry out a behaviour in the immediate

future. Venkatesh et al., (2003) highlight the proactive nature of intention and the client's desire for more use of the product or service. This viewpoint is extended to teachers' actions by Gawande, (2016), who contends that motivating elements such as intentions drive blended learning engagement. Dogra (2017) highlights the predictive nature of behavioural intention and supports the concept that it comes before actual behaviour. In the context of this study, determining Goan customers' enthusiasm for using OTT video streaming platforms depends heavily on their behavioural intention. Understanding that intention comes before actual use, this study explores how willing consumers are to use various platforms. Yu, (2012) emphasizes how crucial it is to comprehend adoption intentions since they may be used to forecast real technology usage behaviour. This study is consistent with psychological theories that predict individual behaviour, drawing from UTAUT, which highlights the important role that behavioural intention plays in the use of technology (Venkatesh et al., 2003; Venkatesh & Zhang, 2010). The literature suggests that BI contributes to the adoption of ICT in academic research (Akman & Mishra, 2017). The best predictor of use behaviour, according to research, is behavioural intention (Davis F. et al., 1989). People who are more inclined to use technology are also more likely to intend to use it (Orbell et al., 1997). Based on the preceding explanation, it is assumed that there is a positive correlation between behavioural intention and technology use. Without intention, there is no use that is why after intention then comes the actual use of technology. i.e. the system's or technology's actual use (Venkatesh et al., 2003). After using a particular technology then comes the satisfaction part, whether the consumer is satisfied after using the technology or not. As a result several studies showed a positive relationship between actual use and satisfaction (DeLone & McLean, 1992, 2003; Maillet et al., 2015; Petter et al., 2008). Therefore the following hypotheses are put forward.

H_{15}: Behavioural intention has a significant impact on the actual use of OTT video streaming platforms.

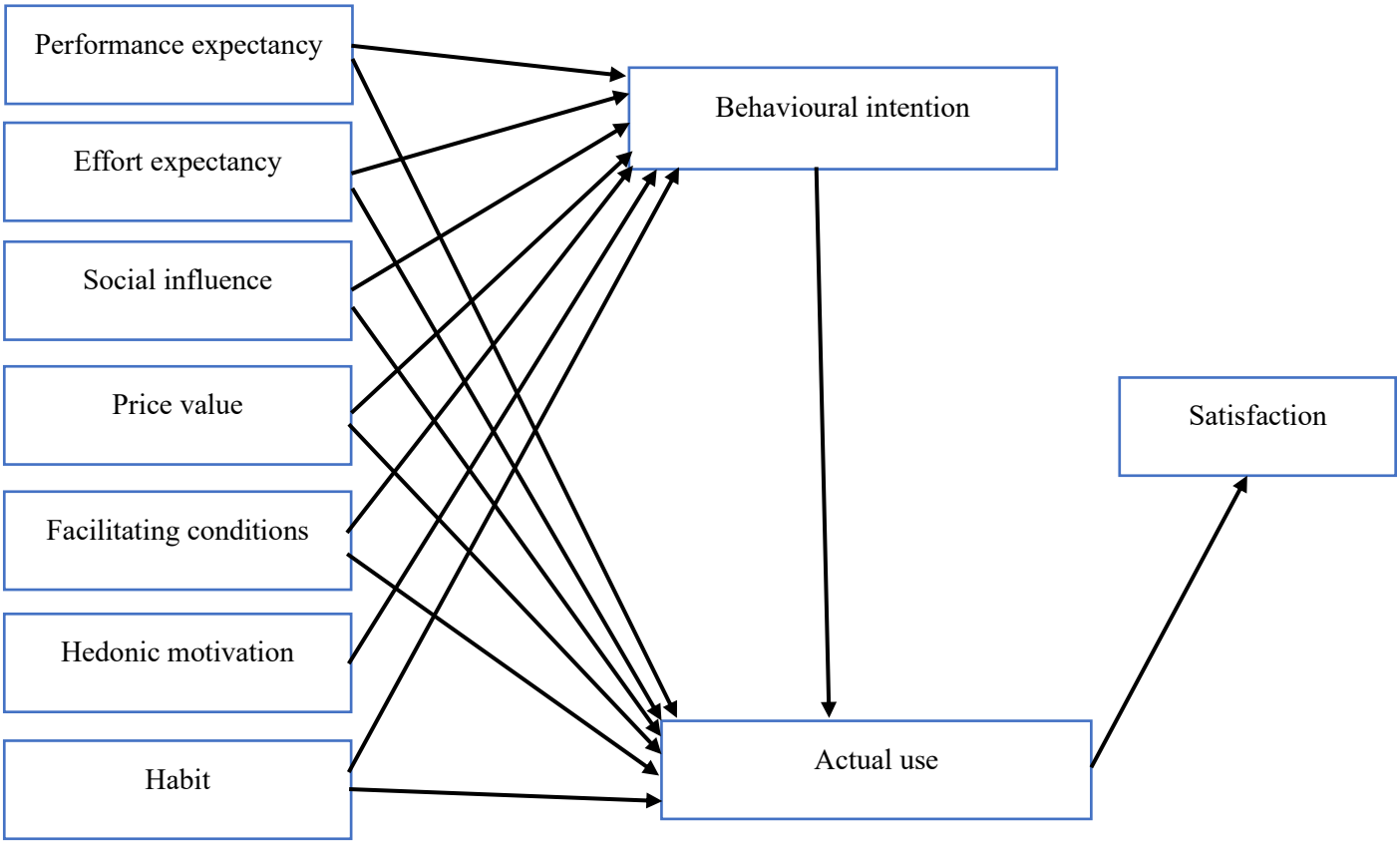
H_{16}: Actual use has a significant impact on consumer satisfaction on OTT video streaming platforms.

2.2.9 Satisfaction

Numerous academics have thoroughly studied satisfaction as a key term in social psychology and consumer behaviour. According to Pizam et al., (2016), it represents the "consumer's subjective evaluation of their consuming experience and is based on correlations between customer perceptions and objective product features". (Ferrand et al., 2010) went into additional detail, defining satisfaction as the degree to which a customer feels that a service meets their requirements, desires, and expectations. Customers are satisfied when their demands are not only recognized but also addressed or exceeded, claims (R., 1999). According to Rajput & Gahfoor, (2020), feelings of happiness and contentment that result from encounters that either meet or exceed expectations are included in the concept of customer satisfaction. According to Westbrook & Oliver (1991), a comparison between perceived outcomes and evaluative standards captures the heart of consumer pleasure. According to Torres & Kline (2013), fulfilling expectations leads to a feeling of satisfaction, highlighting the close relationship between user satisfaction and expectations. Rajput & Gahfoor, (2020) elaborated on this idea by saying that customer satisfaction is the total assessment of an experience, which is directly related to satisfying consumer wants and promoting happiness. (Eposi, 2021) highlights the fact that customer satisfaction is more than just a rating of a good or service; as it incorporates an organization's entire offering, including its capabilities, services, and products. Satisfaction is a key factor in user behaviour, particularly while using smartphones (Keshavarz et al., 2019; Sohn et al., 2016). Studies show that consumers who are feeling happy are more inclined to adopt new technology, spread the word about it, and use it (Lien et al., 2018). Consumer satisfaction data, like surveys and ratings, can inform product and service improvement strategies (Eposi, 2021). Similarly, managers make purchase decisions based on

their overall pleasure, rather than simply a single interaction or event, which can better forecast economic performance (Pedragosa et al., 2015). Managers must prioritise aspects that impact consumer satisfaction, which was previously thought to be a key element in retention (Bodet, 2006; Rust et al., 1995). Consumer satisfaction is a crucial term in marketing, influencing purchases, repurchases, attitude, and brand loyalty (Carlson & O'Cass, 2010; (Lee, 2015); Yoshida & James, 2010). Therefore, organizations should prioritize consumer satisfaction since happy customers are more likely to use a product or service again.

2.3 Research model



Source: Adapted from (Venkatesh et al., 2012; Maillet et al., 2015)

Figure 2.1: Research model

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Data collection and sample

This cross-sectional study takes a quantitative research approach to analyse consumers' behavioural intentions to adopt and use OTT video streaming platforms. It seeks to investigate the determinants impacting both the intention and actual use of these platforms, as well as analyse the relationship between actual use and satisfaction. A self-administered structured questionnaire with a 5-point Likert scale, from (strongly disagree 1 to strongly agree 5) is used to collect data. Google Forms was used to conduct the survey, which made data collection more effective. The survey link was sent by email and a number of social media platforms, such as Facebook, Instagram, and WhatsApp, to reach a varied group of respondents. To increase the survey's reach within their networks, the distribution strategy included snowball sampling, in which initial participants were requested to forward the survey link to their friends, family, acquaintances, and coworkers. Snowball sampling made it possible to include people who were not directly within the researchers' immediate reach by making use of the interconnection of social networks. All things considered, the integration of snowball sampling with Google Forms allowed for the effective gathering of data from a large number of participants. The data collection took almost 10 weeks to complete from January 5th to March 15th 2024. The data obtained from the survey was administered and cleaned before analysing. Jamovi software version 2.4.8 was used for descriptive statistics and Partial Least Square-Structural Equation Modelling (PLS-SEM) via SmartPLS 4 software version 4.1.0.0 was used to analyse structural and measurement models. First, the data was pretested with 50 respondents to assess the reliability and validity of the model. According to Hinkin (1998), the optimal sample size for further analysis should also have an item-to-response ratio of 4 to 10 times the total number of items in the questionnaire. The 38 items in this study yielded a sample size of (38 x 10) = 380 responses. This is how the sample size for data collection was established. More than 400

responses were collected to make sure that a sufficient number of useful responses could be retained for analysis even if a larger number of responses turned out to be useless.

3.2 Questionnaire design and measurement instrument

Two sections of the questionnaire were included to fully capture participant demographics and important research model variables. The first set of questions covered demographics including age, gender, educational background, marital status, income occupation and location. Following that, the participants were asked screening questions regarding their usage of OTT video streaming platforms, such as whether they currently utilize them. Which of the following platforms do they use?, how long they have been using these OTT video streaming platforms, and how frequently do they use them? The purpose of these screening questions was to find out whether the respondents use these platforms or not, if yes then how often and how long they had been using these OTT video streaming platforms. If the respondents didn't use these OTT video streaming platforms then those responses would be eliminated.

The following section of the questionnaire measured constructs that were critical to the analysis of the study. The measuring items were carefully chosen, drawing on well-established research on technology acceptance, especially the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) (Venkatesh et al., 2012). The scales for various constructs, such as performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), hedonic motivation (HM), price value (PV), habit (HB), behavioural intention (BI), actual use (AU), and satisfaction (SAT) were adapted to the particular context of this study using the validated items that were taken from (Baptista & Oliveira, 2015; Ferreira Barbosa et al., 2022; Maillet et al., 2015; Venkatesh et al., 2003, 2012).

CHAPTER 4: ANALYSIS AND RESULTS

4.1 Data analysis

To evaluate our research hypotheses, partial least squares (PLS) with SmartPLS software version 4.1.0.0 was used, with an emphasis on models that make use of the PLS-SEM technique (partial least squares-structural equation modelling). PLS is well known for its capacity to produce model parameters and path estimations, especially in non-normal situations (Hulland J. , 1999). Because of its adaptability, it can be used effectively even with small-to-medium sized samples (Sarstedt & Christian M. Ringle, 2017). Further, structural equation modelling (SEM), is a reliable tool that can analyse numerous variables simultaneously (Anthony et al., 2023). Therefore PLS-SEM was a perfect fit for our investigation because of its inbuilt advantages, which include its adaptability to complex models, independence from large sample numbers, and assumptions about the normal distribution of data (Hair et al., 2014).

Therefore, our investigation involved structural equation modelling (SEM) based on partial least squares (PLS), which was chosen because of its capacity to thoroughly investigate every hypothesis in a single study (Anthony et al., 2023). Through the analysis of variable relationships and the direct approximation of random errors in observable constructs, this approach made it easier to measure variables and questionnaire items precisely (T. Teo, 2019). PLS-SEM provides a framework for dual analysis that includes the assessment of measurement model for assessing construct validity and reliability and the assessment of structural model for analysing relationships between model variables (Hair, 2021).
The measurement and structural models were assessed using Smart PLS 4 version 4.1.0.0, and a thorough approach to data analysis was ensured by employing Jamovi software version 2.4.8 for descriptive statistics.

4.2 Descriptive statistics

4.2.1 Demographic profile

A total of 424 responses were gathered. This was succeeded by the cleaning process. To make sure the data was reliable and consistent for the study, the data cleaning process was implemented. The study excluded those participants who did not utilize OTT video streaming platforms. As a result, when the data was cleaned, 398 genuine responses in Jamovi version 2.4.8 were validated. The demographic details of the participants are shown in Table 4.1.

Table 4.1: Demographic profile

Profile	Frequency	Per cent (%)
Gender		
Male	227	57.0 %
Female	171	43.0 %
Age		
Upto 20	63	15.8 %
21- 30	188	47.2 %
31-40	65	16.3 %
41-50	37	9.3 %
51 and above	45	11.3 %
Education		
Upto 10^{th}	41	10.3 %
Upto 12^{th}	65	16.3 %
Graduation	190	47.7 %
Post Graduation	89	22.4 %
Doctoral	7	1.8 %
Professional	6	1.5 %
Marital Status		
Unmarried	302	75.9%
Married	96	24.1%
Income (per month)		

Below Rs 30,000	228	57.3 %
Rs 30,001 up to Rs 50,000	57	14.3 %
Rs 50,001 up to Rs 1,00,000	78	19.6 %
Above Rs 1,00,000	35	8.8 %
Occupation		
Student	209	52.5 %
Own Business	30	7.5 %
Employed (Govt.)	83	20.9 %
Employed (Pvt.)	59	14.8 %
Home-maker	15	3.8 %
Unemployed	2	0.5 %
Location		
North Goa	203	51.0 %
South Goa	195	49.0 %
		Note: N=398

Source: Authors' compilation

The demographic composition of respondents in the current study of consumer adoption and satisfaction on OTT video streaming platforms in the state of Goa unveils several significant trends. Firstly, there is a subtle gender bias, with 57% of respondents being male and 43% female. This distribution mirrors the gender dynamics prevalent in the population, ensuring a balanced representation conducive to comprehensive analysis. Regarding age the majority of respondents belong to the youthful to early middle-aged bracket, with 15.8% falling in the age group of up to 20, (47.2% falling between the ages of 21-30, and 16.3% between 31-40 years. This concentration of younger and early middle-aged individuals underscores the study's focus on understanding their behaviour in the context of OTT platforms. The educational background of respondents reveals a notable trend with a significant proportion having completed their graduation 47.7% or post-graduation 22.4%. Followed by those respondents who have attained education up to 10^{th} (10.3%) and up to 12^{th} (16.3%). Additionally, 1.8% hold doctoral degrees,

while 1.5% possess professional qualifications which is a conversely smaller proportion. This educational diversity enriches the sample, offering nuanced perspectives reflective of Goa's educated population. The marital status distribution among respondents unveils a predominant unmarried segment, constituting 75.9% of the sample. The demographic predominance signifies a substantial representation of individuals without formal marital commitments, likely comprising young adults and singles. Conversely, 24.1% of respondents identify as married, offering insights into familial dynamics and shared media consumption patterns concerning OTT video streaming platforms in the Goan context. Income distribution among respondents provides valuable insights into the financial landscape of the sample. A significant portion, comprising 57.3%, falls within the income bracket below Rs 30,000 per month. This group represents individuals with moderate to low incomes, likely comprising students, entry-level professionals and individuals from less affluent backgrounds. Additionally, 8.8% of respondents earn above Rs 1,00,000 per month, indicating a segment with higher disposable incomes. Furthermore, the middle-income brackets are well represented with 14.3% earning between Rs 30,001 to Rs 50,000 and 19.6% earning between Rs 50,001 to Rs 1,00,000 per month. This diversified income distribution ensures a comprehensive exploration of consumer behaviours across various economic strata, offering valuable insights into purchasing power, spending and consumption patterns. Occupation wise our respondents represent a diverse mix, with over half being students 52.5% and significant proportions employed in government 20.9% and private sectors 14.8%. Additionally, a notable percentage includes business owners 7.5% along with a smaller group of homemakers 3.8%. The presence of the unemployed segment, comprising 0.5% of respondents, of reflects a minor portion but is still a relevant group within the sample. Last but not least, in terms of the geographical context, the respondents' representation from various Goan areas provides insightful information about the regional behaviours of consumers with regard to OTT video streaming platforms. This study

shows that 51% of respondents were from North Goa, while 49% were from South Goa. A balanced representation across the state of Goa is suggested by this distribution which ensures a comprehensive understanding of consumer dynamics across different regions within the state, considering potential variations in infrastructure, access to services and cultural influences.

4.2.2 Descriptive statistics of measurement items

The research items were descriptively assessed using a 5-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Table 2 shows the outcomes of the descriptive statistics.

Table 4.2: Descriptive statistics of measurement items

Item code	Mean	Standard deviation	Skewness	Kurtosis
PE 1	4.31	0.90	-1.69	3.23
PE 2	4.39	0.80	-1.12	0.43
PE 3	4.15	0.86	-0.72	-0.29
PE 4	4.19	0.86	-0.86	0.01
EE 1	4.24	0.69	-0.36	-0.90
EE2	4.21	0.72	-0.74	0.64
EE3	4.10	0.79	-0.49	-0.46
EE 4	4.26	0.70	-0.41	-0.90
SI 1	4.16	0.68	-0.26	-0.64
SI 2	4.12	0.64	-0.17	-0.32
SI 3	4.14	0.80	-0.59	-0.31
SI 4	4.23	0.64	-0.48	0.71
FC 1	3.83	0.98	-0.74	0.26
FC 2	3.85	0.90	-0.31	-0.75
FC 3	3.77	1.03	-0.65	-0.14
FC4	3.84	0.82	-0.45	-0.20
HM 1	4.04	0.89	-0.52	-0.65
HM 2	4.09	0.86	-0.66	-0.26

HM 3	3.89	0.88	-0.45	-0.51
PV 1	4.16	0.86	-1.44	3.02
PV 2	3.39	0.96	-0.72	0.17
PV 3	3.54	0.97	-0.16	-0.83
HB 1	3.66	0.80	-0.50	-0.14
HB 2	3.69	0.88	-0.23	-0.61
HB 3	3.72	1.12	-0.97	0.46
HB 4	3.98	0.79	-1.19	3.17
BI 1	4.09	0.88	-0.83	0.08
BI 2	4.20	0.68	-0.27	-0.84
BI 3	3.93	0.82	-0.69	0.23
AU 1	3.67	0.91	-0.68	0.52
AU 2	3.91	0.89	-0.89	1.28
AU 3	4.07	0.83	-0.62	-0.19
SAT 1	4.13	0.75	-1.64	5.54
SAT 2	3.98	0.68	-0.90	1.81
SAT 3	4.10	0.67	-0.63	1.13
SAT 4	4.22	0.57	-0.02	-0.32
SAT 5	4.01	0.74	-0.02	-1.18

Source: Authors' compilation

From Table 4.2 the mean values of all the items (PE, EE, SI, FC, HM, PV, HB, BI, AU, and SAT) are ranked between 3.39 and 4.39, which are above the mid-point value of 2.5, according to the descriptive statistics shown in Table 4.2. This indicates that the respondents' responses to all of the measure's items have been mainly favourable. Further, the standard deviations, which varied from 0.57 to 1.12, show that the data is not widely dispersed and has a limited distribution around the mean.

The range of performance expectancy (PE) mean scores, from 4.15 to 4.39, suggests that consumers have a positive attitude towards the platforms' utility and believe the services provided by over-the-top (OTT) video streaming platforms to be very helpful. Additionally,

they think that by using these platforms, their odds of effectively accessing relevant content are increased. Additionally, the platforms efficiently satisfy respondents' wants for entertainment by enabling them to find and enjoy content more quickly. The effort expectancy (EE) scores of the respondents, which ranged from 4.10 to 4.26, showed that most of them find it simple to learn how to use the platforms, indicating a user-friendly interface. They also emphasize the platforms' use and convey confidence in their ability to use them. The respondents' social influence (SI) scores ranged from 4.12 to 4.23, indicating that recommendations and opinions from people have an impact on their decision to use over-the-top (OTT) video streaming platforms. This underscores the importance of social networks in the adoption of new technologies, as respondents take into account what other people think about the services offered by these platforms. The range of mean scores for facilitating conditions (FC) is 3.77 to 3.85, suggesting that most respondents consider the availability of required resources and device compatibility to be adequate. They also said they are confident in getting help from customer service when they need it, although there may be room for improvement in terms of facilitating conditions. Hedonic motivation (HM) scores ranged from 3.89 to 4.09 for the respondents, indicating that they found using OTT video streaming services to be fun and enjoyable. This suggests that a positive affective component is motivating the respondents' intention and usage behaviour. Price value (PV) mean scores varied from 3.39 to 4.16, indicating how participants saw the trade-off between the costs associated with using OTT video streaming platforms and the benefits they obtained. The habit (HB) mean scores varied from 3.66 to 3.98, showing a favorable tendency towards the respondents' regular usage of over-the-top (OTT) video streaming platforms. This implies that even while automatic and repetitive usage patterns are common, there may still be opportunities to further develop habitual behaviour. The mean scores for behavioural intention (BI) varied from 3.93 to 4.20, suggesting that the respondents have a significant inclination to utilise the OTT video

streaming platforms in the future. The respondents' actual use (AU) scores, which varied from 3.67 to 4.07, indicate that they began using these OTT video streaming platforms. Overall satisfaction levels with over-the-top (OTT) video streaming platforms were indicated by Satisfaction (SAT) scores, which varied from 3.98 to 4.22. It denotes successful results and a fulfilment of customers' expectations. Overall, the high mean scores indicate that customers have positive opinions and experiences with OTT video streaming platforms in terms of adoption, usage, and satisfaction.

Additionally, the data was checked for normality by analysing skewness and kurtosis values. Kurtosis and skewness values for the items met the suggested cutoffs of 3.0 for skewness and 8.0 for kurtosis given by (T. Teo, 2019). Moreover, two additional stages of data analysis were performed: in the first, the measurement model was evaluated, and in the second, the full structural equation model was developed (Gerbing & Anderson, 1988).

4.3 Measurement model

This is the first phase in evaluating the developed research model. This step evaluates how well the observed questionnaire items reflect the unobserved factors reported (T. Teo, 2019). Here the reliability and validity of the model will be assessed, where reliability refers to the consistency and accuracy of varied results. Where validity, on the other hand, is the degree to which one variable differs from other variables in the same model in assessing the intended outcome i.e. to measure what it is supposed to measure (Yeou, 2016). The measurement model was validated for accuracy by examining the construct with convergent and discriminant validity, as well as the reliability of various item scales (Dhiman et al., 2020). Confirmatory factor analysis was used to validate the relationship between model constructs and test the factor loadings, construct reliability, and validity utilizing the research model that was constructed (Hair, J. F., 2016; Ketchen, 2013). Table 4.3 indicates the factor loadings of all the items.

Table 4.3: Factor loadings

Construct	Scale items	Factor loadings
Performance expectancy	PE 1	0.812
	PE 2	0.908
	PE 3	0.854
	PE 4	0.735
Effort expectancy	EE 1	0.730
	EE 2	0.827
	EE 3	0.759
	EE 4	0.814
Social influence	SI 1	0.754
	SI 2	0.741
	SI 3	0.615
	SI 4	0.836
Facilitating conditions	FC 1	0.869
	FC 2	0.905
	FC 3	0.863
	FC4	0.716
Hedonic motivation	HM 1	0.781
	HM 2	0.818
	HM 3	0.814
Price value	PV 1	0.722
	PV 2	0.855
	PV 3	0.913
Habit	HB 1	0.605
	HB 2	0.651
	HB 3	0.778
	HB 4	0.855
Behavioural intention	BI 1	0.931
	BI 2	0.775
	BI 3	0.912

Actual use	AU 1	0.882
	AU 2	0.833
	AU 3	0.628
Satisfaction	SAT 1	0.646
	SAT 2	0.678
	SAT 3	0.867
	SAT 4	0.701
	SAT 5	0.689

Source: Authors' compilation

From Table 4.3 the constructs' validity was confirmed by factor loadings, which revealed statistically significant values above the minimum permissible value of 0.7 for the majority of the items (Fornell & Larcker, 1981). Although for 6 items i.e. SI 3, HB 1, HB 2, AU 3, SAT 1, SAT 2, SAT 5 the loadings were below 0.7 but they were within the range of 0.6 to 0.7 which exceeds the minimum threshold of 0.4 as it is recommended by (Lin & Wang, 2012).

Table 4.4: Cronbach alpha, Composite reliability and AVE

Construct	Cronbach Alpha	Composite reliability (rho_c)	AVE
Performance expectancy	0.847	0.898	0.688
Effort expectancy	0.790	0.864	0.614

Social influence	0.729	0.828	0.549
Facilitating conditions	0.860	0.906	0.708
Hedonic motivation	0.730	0.846	0.647
Price value	0.775	0.872	0.695
Habit	0.712	0.817	0.532
Behavioural intention	0.844	0.907	0.766
Actual use	0.725	0.829	0.622
Satisfaction	0.773	0.842	0.519

Source: Authors' compilation

The constructs' internal consistency and items' convergent validity were evaluated using Cronbach alpha (α), Composite Reliability (CR) and Average Variance Extracted (AVE). Reliability and convergent validity indications indicate that Cronbach's α, composite Reliability (CR), and AVE critical values should exceed 0.7 and 0.5, respectively (Fornell & Larcker, 1981). Table 4.4 shows good reliability and internal consistency for all constructions, with Cronbach's α values and composite reliability values above 0.70 (Churchill, 1979; Fornell & Larcker, 1981). It is advised that latent variables account for more than 50% of the indicator variance i.e it indicates that over half of the variance of its indicators may be explained by the latent variables, which is shown by an average variance extracted (AVE) of values larger than 0.50 (Hair et al., 2019). The average variance extracted (AVE) scores for each construct are also displayed in Table 4.4, demonstrating that every value is higher than the preferred cutoff point of 0.50 which establishes the convergent validity (Fornell & Larcker, 1981).

Table 4.5: HTMT ratio

	AU	BI	EE	FC	HB	HM	PE	PV	SAT	SI
AU										
BI	0.610									
EE	0.259	0.868								
FC	0.690	0.697	0.460							
HB	0.588	0.794	0.762	0.678						
HM	0.652	0.823	0.643	0.848	0.879					
PE	0.185	0.659	0.819	0.305	0.401	0.481				
PV	0.422	0.687	0.606	0.582	0.851	0.801	0.330			
SAT	0.613	0.815	0.763	0.752	0.901	0.787	0.540	0.820		
SI	0.502	0.723	0.766	0.515	0.653	0.609	0.357	0.581	0.689	

Source: Authors' compilation

The next phase was examining discriminant validity using the Heterotrait-Monotrait (HTMT) ratio (Henseler et al., 2015) and the Fornell and Larcker criterion (Fornell & Larcker, 1981). Discriminant validity measures the degree of difference between one construct with another. The HTMT measures the similarity between predictor variables i.e one construct should be distinct from another construct. If the HTMT is less than one, DV is considered as established (Henseler et al., 2015). Table 4.5 confirms that all HTMT values are well within the cut-off limits. Thus, the results of these tests show that discriminant validity was established.

Table 4.6: Fornell and Larcker Criterion

Construct	AU	BI	EE	FC	HB	HM	PE	PV	SAT	SI
AU	0.789									
BI	0.529	0.875								
EE	0.217	0.720	0.783							
FC	0.602	0.600	0.387	0.841						
HB	0.504	0.661	0.596	0.569	0.729					
HM	0.525	0.661	0.513	0.687	0.658	0.804				
PE	0.047	0.566	0.673	0.215	0.327	0.392	0.830			
PV	0.357	0.553	0.476	0.484	0.643	0.614	0.261	0.834		
SAT	0.559	0.676	0.575	0.645	0.677	0.632	0.375	0.633	0.721	
SI	0.421	0.597	0.603	0.421	0.481	0.465	0.277	0.427	0.543	0.741

Source: Authors' compilation

Table 4.6 reflects the Fornell-Larcker criterion which is also used to establish discriminant validity. When the squared root of each construct's AVE was higher than any correlations with other constructs, discriminant validity was attained (Fornell & Larcker, 1981). Table 4.6 shows that the DV requirement was satisfied.

4.4 Structural model

After meeting the reliability and validity criteria, the structural model's PLS results were examined to identify the relationship between constructs. However, the structural model must be examined to see whether there are any multi-collinearity issues before beginning the bootstrapping procedure. Because according to (Hair, J. F., 2016; Ketchen, 2013), if the structural model has lateral collinearity issues, it must be verified; otherwise, the analysis would produce inaccurate results. This work has examined the variance inflation factor (VIF) to conduct a lateral collinearity test. The Variance Inflation Factor (VIF) indicates the presence or absence of multicollinearity issues in a model. The Variance Inflation Factor (VIF) are reported in Table 4.7. Where except for BI -> AU, EE -> AU and EE -> BI all other values are less than 3.33 which is by the norms advised by (Hair et al., 2017). Although BI -> AU, EE -> AU whose VIF values are 3.453, 3.470 and 3.314 which are higher than 3.3 but are less than 5 confirms that there is an absence of multi-collinearity issues as per (Diamantopoulos & Siguaw, 2006; Hair et al., 2019). Therefore, it is noted that there are no multicollinearity problems in the model.

The bootstrap results are reported in Table 4.8. PLS path models use path coefficients (β values), p-values and t-statistics to test structural model and hypotheses. They do not require normally distributed data and use squared multiple correlations (R^2) for each latent construct to reflect the model's fit to the hypothesised relationships (Meet et al., 2022). The sign, size, and significance of the path coefficients of the structural relationships, as well as the R^2 values, were used to evaluate the structural model. In the bootstrapping process, 10,000 samples were employed (Streukens & Leroi-Werelds, 2016). A useful method for identifying significance in route coefficients is the bootstrap confidence interval (CI), according to (Hayes & Scharkow, 2013).

Table 4.7: VIF

Hypotheses Path	VIF
AU -> SAT	1.000
BI -> AU	3.453
EE -> AU	3.470
EE -> BI	3.314
FC -> AU	2.193
FC -> BI	2.037
HB -> AU	2.593
HB -> BI	2.511
HM -> AU	2.815
HM -> BI	2.779
PE -> AU	2.210
PE -> BI	2.035
PV -> AU	1.964
PV -> BI	1.953
SI -> AU	1.891
SI -> BI	1.790

Source: Authors' compilation

4.5 Hypotheses testing

The second phase involves testing the structural model to confirm the relationship between variables (T. Teo, 2019). The model hypotheses (H_1-H_{16}) are assessed using SmartPLS version 4.1.0.0. PLS algorithm and bootstrap re-sampling to determine their significance levels. The results of the hypothesis testing are displayed in Table 4.8, where a two-tail test (***) was used to establish statistical significance. The path coefficients value (β) is the foundation of the

structural model assessment. It quantifies the impact of one variable on another and analyzes the relationship between variables at significant levels. A p-value less than 0.05 and a t-value greater than 1.96 is required (Hair, J. F., 2016). Table 4.8 displays the hypotheses test using a two-tailed t-test with a significance level of 5% (0.05). H_1 is accepted as β = 0.225, t-statistics = 5.391, p-value = 0.000, therefore performance expectancy has a significant relationship and impact on behavioural intention to use OTT video streaming platforms. H_2 is accepted as β = -0.170, t-statistics = 4.700, p-value = 0.000, therefore performance expectancy also has a significant relationship and impact on the actual use of OTT video streaming platforms. H_3 is accepted as β = 0.212, t-statistics = 4.797, p-value = 0.000, therefore effort expectancy has a significant relationship and impact on behavioural intention to use OTT video streaming platforms. H_4 is accepted as β = -0.333, t-statistics = 6.457, p-value = 0.000, therefore effort expectancy has a significant relationship and impact on the actual use of OTT video streaming platforms. H_5 is accepted as β = 0.172, t-statistics = 4.399, p-value = 0.000, therefore social influence has a significant relationship and impact on behavioural intention to use OTT video streaming platforms. H_6 is accepted as β = 0.183, t-statistics = 4.019, p-value = 0.000, therefore social influence also has a significant relationship and impact on actual use of OTT video streaming platforms. H_7 is accepted as β = 0.213, t-statistics = 6.325, p-value = 0.000, therefore facilitating conditions have a significant relationship and impact on behavioural intention to use OTT video streaming platforms. H_8 is also accepted as β = 0.276, t-statistics = 4.360, p-value = 0.000, which means facilitating conditions have a significant relationship and impact on the actual use of OTT video streaming platforms. H_9 is accepted as β = 0.102, t-statistics = 1.991, p-value = 0.047, therefore hedonic motivation has a significant relationship and impact on behavioural intention to use OTT video streaming platforms. H_{10} is also accepted as β = 0.133, t-statistics = 2.145, p-value = 0.032, which means hedonic motivation has a significant relationship and impact on the actual use of OTT video streaming platforms. H_{11} is rejected as

β = 0.056, t-statistics = 1.296, p-value = 0.195, as a result, price value has no significant relationship and impact on behavioural intention to use OTT video streaming platforms. H_{12} is also rejected as β = -0.103, t-statistics = 1.854, p-value = 0.064, therefore price value has no significant relationship and impact on the actual use of OTT video streaming platforms. H_{13} is accepted as β = 0.154, t-statistics = 3.399, p-value = 0.001, therefore habit has a significant relationship and impact on behavioural intention to use OTT video streaming platforms. H_{14} is also accepted as β = 0.217, t-statistics = 2.932, p-value = 0.003, as a result, habit has a significant relationship and impact on the actual use of OTT video streaming platforms. Further, H_{15} is accepted as β = 0.416, t-statistics = 6.939, p-value = 0.000, therefore behavioural intention has a significant relationship and impact on the actual use of OTT video streaming platforms. And H_{16} is also accepted as β = 0.559, t-statistics = 17.131, p-value = 0.000, as a result, actual use has a significant relationship and impact on satisfaction on OTT video streaming platforms.

Table 4.8: Results of the structural model

Hypotheses	Constructs	Path coefficient	STDEV	T statistics	P values	Decision
H_1	PE -> BI	0.225	0.042	5.391	**0.000***	**Accepted**
H_2	PE -> AU	-0.170	0.036	4.700	**0.000***	**Accepted**
H_3	EE-> BI	0.212	0.044	4.797	**0.000***	**Accepted**
H_4	EE -> AU	-0.333	0.052	6.457	**0.000***	**Accepted**
H_5	SI -> BI	0.172	0.039	4.399	**0.000***	**Accepted**
H_6	SI -> AU	0.183	0.045	4.019	**0.000***	**Accepted**
H_7	FC -> BI	0.213	0.034	6.325	**0.000***	**Accepted**

H_8	FC-> AU	0.276	0.063	4.360	**0.000***	**Accepted**
H_9	HM -> BI	0.102	0.051	1.991	**0.047***	**Accepted**
H_{10}	HM -> AU	0.133	0.062	2.145	**0.032***	**Accepted**
H_{11}	PV -> BI	0.056	0.043	1.296	**0.195**	**Rejected**
H_{12}	PV -> AU	-0.103	0.056	1.854	**0.064**	**Rejected**
H_{13}	HB -> BI	0.154	0.045	3.399	**0.001***	**Accepted**
H_{14}	HB -> AU	0.217	0.074	2.932	**0.003***	**Accepted**
H_{15}	BI -> AU	0.416	0.060	6.939	**0.000***	**Accepted**
H_{16}	AU -> SAT	0.559	0.033	17.131	**0.000***	**Accepted**

* *Significance at 0.05* *Source: Authors' compilation*

4.6 Assessment of R^2

Table 4.9: R^2 Values

Constructs	R-square	R-square adjusted
BI	0.710	0.705
AU	0.525	0.515
SAT	0.312	0.311

Source: Authors' compilation

Following the testing of the hypotheses, the coefficient of determination (R^2) value was assessed. R-square explains how changes in the independent variable(s) affect the dependent variable i.e. the R^2 value shows how much of the variance in the dependent variables can be accounted or explained for by the independent variables (Hair et al., 2014). Substantial, moderate, and weak are the respective classifications for the squared correlation values of 0.75, 0.50, and 0.25 in PLS path models (Hair et al., 2019). Table 4.9 shows the calculated R^2 values of behavioural intention, actual use and satisfaction which are 0.710, 0.525 and 0.312. R^2 of behavioural intention is close to 0.75 which signifies it is substantial. The R^2 of AU is 0.525 which is moderate. Although the R^2 of satisfaction is 0.312 which is slightly higher than the weaker limit of 0.25 (Hair et al., 2019). However, as per Cohen (1988), all these values are significantly greater than 0.26, indicating that the model possesses a sufficient level of explanatory power. Therefore, using the R^2 values, it was possible to verify that the model satisfies the explanatory criteria.

4.7 Assessment of Q2

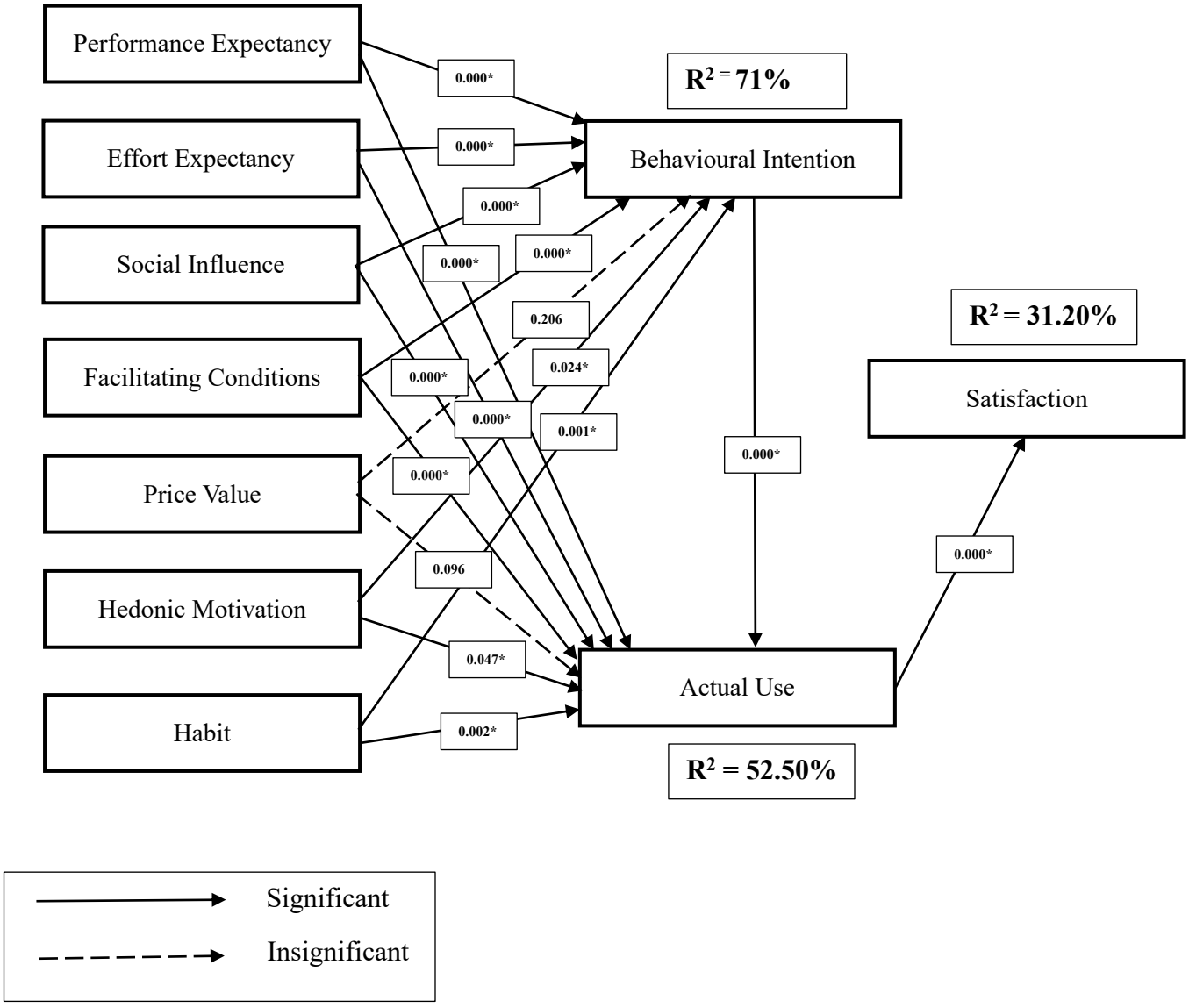
Table 4.10: Q^2 values

Constructs	Q^2 predict
BI	0.699
AU	0.453
SAT	0.353

Source: Authors' compilation

After assessing R^2 i.e. explanatory power of the model then the following criteria were used to assess the current model's predictive relevance (Hair,Hult, et al., 2013). To have

meaningful results predictive relevance i.e. the value of Q^2 must be more than 0 (Hair et al., 2019). Values larger than 0, 0.25, and 0.50 indicate small, medium, and large predictive accuracy for the PLS path model (Hair et al., 2019). Table 4.10 demonstrates that all Q^2 values for behavioural intention, actual usage, and satisfaction are more than zero, at 0.699, 0.453, and 0.353, respectively. As a result, the predictive significance of the study model is medium to large. This indicates that the current model's predictive relevance is adequate.



Source: Authors' compilation

Figure 4.1: PLS-SEM results for the research model

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Discussion and conclusion

The current research represents one of the first attempts to investigate, from the UTAUT2 perspective, the intention, actual use, and satisfaction of Goan consumers using OTT video streaming platforms. Therefore, the UTAUT 2 framework was further extended by integrating the satisfaction construct after actual use. In light of this, the study's findings which specifically address the Goan consumers, help to bridge the current knowledge gap on customer adoption, actual use and satisfaction with over-the-top (OTT) video streaming platforms. Furthermore, the present study provides new perspectives on the important determinants that impact behavioural intention as well as actual usage. It also examines in detail the complex relationship between actual usage and satisfaction, especially when viewed through the lens of UTAUT 2, a topic that has not been thoroughly studied in this field before in the state of Goa.

Our results provide theoretical and empirical support for the UTAUT 2 framework's capability to forecast OTT video streaming platform adoption, actual use, and satisfaction. In particular, our results validate that PE, EE, SI, FC, HM AND HB predict BI and AU of over-the-top (OTT) video streaming platforms. All things considered, these constructs can account for 71 % of the variation in BI to adopt over-the-top (OTT) video streaming platforms, 52.50 % of the variation in AU of OTT video streaming platforms, and 31.20 % of the variance in SAT after using these OTT video streaming platforms. Table 8 indicates that the most significant determinants influencing the adoption of over-the-top (OTT) video streaming platforms appear to be performance expectancy and effort expectancy. Whereas for actual use effort expectancy is the most influencing determinant while using OTT video streaming platforms. A total of 16 hypotheses were tested out of which 14 hypotheses were accepted while 2 hypotheses were rejected.

5.1.1 Performance expectancy

To achieve the first objective of this study, performance expectancy was found to be one of the strongest determinant of behavioural intention to adopt OTT video streaming platforms (H_1). This signifies that consumers intend to adopt OTT video streaming platforms more if it is beneficial for them to use the technology (Venkatesh et al., 2012). If consumers find features of these platforms useful and if they find and enjoy content faster they will be more likely to adopt OTT video streaming platforms. Even It has been repeatedly demonstrated that the best indicator of behavioural intention is performance expectancy (Venkatesh et al., 2003). These results align with previous studies conducted in the context of technology adoption (Anthony et al., 2023; Ferreira Barbosa et al., 2022; Malewar & Bajaj, 2020; Meet et al., 2022; Tarhini et al., 2017). Results further indicate that H_2 i.e. actual use was significantly influenced by performance expectancy, but there is an inverse relationship between the two. This suggests that as performance expectancy increases, actual use of OTT video streaming platforms will decrease. The reason behind this might be consumers kept their expectations high about these OTT video streaming platforms in terms of features and also to find and enjoy content faster but this was not fulfilled by the service provider as a result of disappointment it may lead to a negative impact. However significant relationship between performance expectancy on actual use is in line with the previously replicated UTAUT model by (Maillet et al., 2015) but contradicts the results of (C. K. Shah & Vasada, 2020).

5.1.2 Effort expectancy

The findings also showed that, in the state of Goa, (H_3) effort expectancy significantly influences behavioral intention to utilize OTT video streaming platforms. This indicates that if the technology is simple to use and comprehend, then Goan consumers are more likely to adopt these over-the-top (OTT) video streaming platforms. When considering different technology adoption contexts, these results align with earlier research findings (Anthony et al., 2023; Beh

et al., 2021; Dhiman et al., 2020; Farah et al., 2018; Ferreira Barbosa et al., 2022; J.-J. Hew et al., 2015; Meet et al., 2022; Tarhini et al., 2017). Similarly, the results contradict with study done by (A. Gupta et al., 2017; Malewar & Bajaj, 2020). In addition, H_4's effort expectancy is the strongest predictor of actual use, achieving objective 2. Considering the fact that there is a significant correlation between effort expectancy and actual use which is consistent with the findings of an earlier study on mobile payment usage (C. K. Shah & Vasada, 2020), but contradicts the results of (Maillet et al., 2015). But the impact of effort expectancy on actual use is negative which signifies the inverse relationship between them i.e. higher the effort expectancy (easier to use) consumers in the state of Goa tend to use these OTT video streaming platforms less frequently. Since the majority of the respondents in this study are young i.e. they may be tech-savvy people who don't care about technology being easy to use or not it doesn't matter to them. What matters to them is the content that is offered by various OTT video streaming platforms. This could be the cause of the negative correlation that exists in the state of Goa between effort expectancy and actual usage of OTT video streaming platforms.

5.1.3 Social influence

Furthermore, the findings demonstrated a strong positive correlation between social influence and behavioural intention (H_5) to use OTT video streaming platforms. And there is a direct impact of social influence on behavioural intention which states that Goan consumers rely on friends and family members for recommendations which means that these social factors play a major role in shaping consumers' intention to adopt OTT video streaming platforms in the state of Goa. The present study's outcomes align with the findings of prior research endeavours that employed the UTAUT framework to investigate technology adoption. (Anthony et al., 2023; Dhiman et al., 2020; Farah et al., 2018; Ferreira Barbosa et al., 2022; A. Gupta et al., 2017; Tarhini et al., 2017). But are against the results (Malewar & Bajaj, 2020; Meet et al., 2022; Saputra, 2021). For H_6 the results showed that social influence and actual

usage of these over-the-top (OTT) video streaming platforms are significant and positively correlated. The impact between social influence and actual use is also significant which signifies that in current times consumers get influenced by their friends and family. Not only limited to these but Goan consumers also get influenced by social media reviewers by watching their videos, listening to their reviews and suggestions consumers get influenced which results in actual usage of these OTT video streaming platforms. In the context of other technology acceptance and use, this result is consistent with earlier research findings (Maillet et al., 2015) conversely this result contradicts with those of (C. K. Shah & Vasada, 2020).

5.1.4 Facilitating conditions

The findings for H_7 indicated a strong positive correlation between behavioural intention and facilitating conditions. Furthermore, facilitating conditions have a significant impact on behavioral intention. This implies that Goan consumers who have necessary resources like a mobile phone, laptop, smart TV and access to an internet connection are more likely to adopt such OTT video streaming platforms. These findings align with previous research on technology adoption (Anthony et al., 2023; Ferreira Barbosa et al., 2022; Meet et al., 2022) but these results contradict those of (Dhiman et al., 2020; Farah et al., 2018; A. Gupta et al., 2017; Malewar & Bajaj, 2020; Tarhini et al., 2017). Additionally, the H_8 results demonstrated a significant positive relationship between the facilitating conditions and actual use. The impact between them is also positive and significant which signifies that the Goan consumers have internet access, have the necessary knowledge to use these OTT video streaming platforms and have devices like mobile phones, PCs, laptops and smart TVs to watch it. This is the reason why consumers in the state of Goa finally use OTT video streaming platforms after adopting them. These outcomes are consistent with (Anthony et al., 2023; Malewar & Bajaj, 2020; C. K. Shah & Vasada, 2020) but contradict the results with (Maillet et al., 2015; Saputra, 2021).

5.1.5 Hedonic motivation

Comparably, the findings for H_9 demonstrate that hedonic motivation and behavioural intention have a significant positive relationship and a favourable impact on one another. This means that if the consumers in the state of Goa feel that using such OTT video streaming platforms is enjoyable and pleasure can be derived after using them then consumers will intend to adopt and use such platforms in the immediate future. These results are consistent with previous studies related to technology adoption (Farah et al., 2018; Ferreira Barbosa et al., 2022; J. Hew et al., 2015; Meet et al., 2022; Tarhini et al., 2017) but contradict with (Dhiman et al., 2020; A. Gupta et al., 2017; Malewar & Bajaj, 2020). Additionally, the H_{10} results confirmed a strong and significant correlation between hedonic motivation and actual use. Hedonic motivation and actual use have a positive relationship and impact, meaning that Goan consumers begin using these platforms when they find them enjoyable and entertaining. These positive outcomes are due to pleasure derived from using such platforms and these results are in line with (C. K. Shah & Vasada, 2020).

5.1.6 Price value

Contrary to what we had anticipated, the results for H_{11} revealed that price value has no significant relationship and impact on behavioural intention. The reason behind the insignificant relationship might be that in Goa, consumers might be willing to pay a little more if they get good solid content instead of getting benefits like accessing these platforms on multiple devices. Even nowadays these telecom companies offer bundled packages which means when you pay for recharge you also get a subscription package for the OTT platform along with it for a particular duration mentioned and as a result, consumers don’t have to pay subscription fees separately. This results in the adoption of such OTT video streaming platforms by consumers without worrying about the benefits they will receive after using such platforms. As a result, the findings of this study are consistent with previous research conducted

in the context of technology adoption (J. Hew et al., 2015; Tarhini et al., 2017). While there are few studies where they oppose such results (Dhiman et al., 2020; Farah et al., 2018; Farzin et al., 2021; Malewar & Bajaj, 2020; Meet et al., 2022). Furthermore, the H_{12} results also showed that there is no significant impact or relationship between price value and actual use. There may be consumers who have already subscribed for a trial version for a particular platform but once the trial version ends there are a few platforms that deduct subscription fees i.e. subscription renewals from the consumer's account which he had entered during signing-in process. After the amount gets deducted the only way remains is to make use of the platform irrespective of features provided by them. Otherwise, consumers might just cancel the subscription and switch to some other platform that provides good content as there are many competitors of OTT video streaming platforms that provide various content at different prices and some might be according to their budget. So whichever content and price range is favourable to the consumer they will opt for it. The result is in line with (C. K. Shah & Vasada, 2020). These results show an interesting fact, where price value does not influence behavioural intention which is opposed to (Venkatesh et al., 2012). Another explanation could be that most of the respondents are students who are cautious while spending money (J. Hew et al., 2015).

5.1.7 Habit

Habit has been confirmed as the most significant predictor of behavioural intention (J. Hew et al., 2015). Further, the results for H_{13} showed that there is a significant positive relationship between habit and behavioural intention. And there is a significant impact of habit on behavioural intention. This implies that if consumers intend to adopt these OTT video streaming platforms then it will lead to actual usage of these platforms and it will become a habit to use them. These results are in line with those of (Dhiman et al., 2020; Ferreira Barbosa et al., 2022; A. Gupta et al., 2017; J. Hew et al., 2015; Malewar & Bajaj, 2020) and contradict the results with that of (Meet et al., 2022; Saputra, 2021). Once the consumers start using these

OTT video streaming platforms daily then at a particular point in time it will form part of their routine. Table 8 makes this clear, accepting H_{14}, which indicates a significant positive correlation between habit and actual use. They also have significant impact on each other, and these findings are in line with earlier studies on the adoption of technology (A. Gupta et al., 2017; Malewar & Bajaj, 2020; Phichitchaisopa & Naenna, 2013; C. K. Shah & Vasada, 2020). Strengthening habits around platform usage could potentially lead to increased engagement and loyalty among consumers.

5.1.8 Behavioural intention, actual use and satisfaction

Further results pointed out that there is a significant and positive relationship between behavioural intention and actual use of these OTT video streaming platforms (H_{15}). Table 8's positive path coefficient value (0.417) indicates that behavioural intention has a direct and significant impact on actual use. This means that those consumers who intended to adopt such OTT video streaming platforms have finally started the actual use of these platforms. This hypothesis is empirically supported by prior studies in the area of technology adoption, which have consistently shown a positive relationship between behavioural intention and actual usage across a variety of scenarios (Anthony et al., 2023; Farah et al., 2018; Farzin et al., 2021; Ferreira Barbosa et al., 2022; A. Gupta et al., 2017; Malewar & Bajaj, 2020; Phichitchaisopa & Naenna, 2013; Wu et al., 2008). Finally, the present study accepted H_{16} i.e. actual use of these OTT video streaming platforms has a significant and positive relationship on satisfaction. The impact of actual use on satisfaction is highly significant and positive compared to the rest of the hypotheses which indicates that consumers who engage with these OTT video streaming platforms more frequently their satisfaction level tend to increase proportionally. Consumers' actual use of these platforms also signifies that expectations set by them are fulfilled by the service providers in terms of smooth streaming services, high-quality content, access to a wide range of global content at the fingertips, multilingual options to cater for a diverse audience

and finally personalised recommendations given by them. For this reason, extant literature in a variety of contexts also supports these findings (N. Alalwan, 2022; Maillet et al., 2015).

5.2 Theoretical implications

The primary objective of this research was to theoretically investigate the key determinants influencing Goan consumers' intentions to use OTT video streaming platforms. Additionally, the study aimed to examine the key determinants influencing Goan consumers actual usage of these platforms and the relationship between actual usage and satisfaction. Hence, this study recognized the need to create an adaptable and reliable model that accurately predicts intention, actual usage, and satisfaction. Following a review of the literature, the UTAUT2 model was selected as the theoretical framework for this investigation due to its focus on the consumer context (Venkatesh et al., 2012). Further, to improve UTAUT2's generalizability and validity, (Venkatesh et al.,2012) emphasize the importance of testing it across diverse cultural settings. As a result, this study included the construct of satisfaction to UTAUT2, extending on previous research model that considered consumers' acceptance and use of technology. The UTAUT2 model is extensively utilized amongst other technology adoption and behavioural prediction models because it is simple, valid, reliable, and experimentally verified (Venkatesh et al., 2003, 2012; Venkatesh & Zhang, 2010; Yadav et al., 2016). Although the satisfaction variable has been mentioned before as potentially significant, it hasn't been fully examined in empirical research on UTAUT2 or OTT video streaming services. The results of this study validate and support that satisfaction is an important element in the study of adoption and use of OTT video streaming platforms. Similar to the usage of the UTAUT2 model in the previous study, this research focuses on establishing a rigorous theoretical framework to understand the factors of consumer adoption and satisfaction with the behaviour of Goan consumers on OTT video streaming platforms. The extended framework aims to offer a comprehensive explanation of consumer behaviour in this context by integrating

behavioural intention, actual use, and satisfaction as an outcome variable. By shifting the focus from behavioural intention to actual use behaviour as the dependent variable, this work advances the field of information systems. While past research has often explored behavioural intention as a predictor, this study uniquely investigates the factors impacting behavioural intention and actual usage behaviour among customers on OTT video streaming platforms in the state of Goa, providing new insights into consumer behaviour in the context of technological adoption. The study contributes to the validation and generalization of the developed UTAUT2 model specifically in the context of OTT video streaming platforms in Goa. By explaining a considerable percentage of the variance in behavioural intention, actual usage, and satisfaction (70.6%, 51.7%, and 30.6% respectively), the study illustrates the usefulness of the suggested model in predicting consumer behaviour in this industry. Overall, similar to the discussed studies, this research contributes to the growth of theoretical knowledge in the field of technology adoption and has practical consequences for stakeholders in the OTT video streaming industry in Goa.

5.3 Managerial implications

Based on this study's findings it will suggest managers and OTT video streaming service providers several insights. From the statistical data, it is obvious that determinants like PE, EE, SI, FC, HM, HB, BI, AU and SAT are supporting the study. In the context of Goan consumers, there is high performance expectancy which indicates that they perceive these platforms as effective for meeting their day-to-day entertainment needs. For this reason managers should provide unique features, regional and exclusive content to grab the attention of Goan consumers to gain more subscribers which will result in gaining more views on their platforms. In terms of ease of use, managers should take care of the registration and payment process, a more user-friendly interface with simple navigation minimises the effort to use such platforms and will result in more widespread adoption among Goan consumers. Further social influence

plays an important role in attracting users therefore managers should leverage social networking sites and platforms and collaborate with top influencers and celebrities to spread positive word of mouth of the content that will attract Goan consumers on their platforms. The availability of resources such as an internet connection, a device to use these platforms and a seamless user experience positively influences consumers' intention to adopt OTT platforms in the state of Goa. Therefore, service providers should optimise their technological infrastructure such that there is a smooth flow of usage and minimum barriers to restrict the usage. Therefore they need to make their investment decision such that the funds are allocated to upgrade infrastructure and offer responsive customer support which will strengthen customers' intention to use these platforms which will result in actual usage and satisfaction. Next in terms of habit, managers and service providers should focus on encouraging habitual behaviour and patterns of Goan consumers by offering them engaging content in the form of series where users will need to use these platforms regularly to finish the series that they have started watching. They can even try push notifications which will update users that a new movie or series has been launched on the OTT video streaming platform which will enable Goan consumers to use such platforms. The most interesting result from the study i.e. price value did not significantly influence behavioural intentions to adopt and utilize these platforms, it is still a crucial factor in adoption and use. Managers should be careful in evaluating and fixing prices for their subscriptions and also they should offer value to the Goan consumers. They can introduce price tiers i.e. basic, standard and premium. Where the basic price point will be free or lower price can be introduced to have access to essential features with limited content and quality to be provided with maximum HD resolution with lots of advertisements and this will be ideal for budget-conscious users who need affordable pricing in order to opt for any OTT video streaming platforms. In standard tier, slightly higher prices can be introduced than the basic tier and get access to all regional content of the whole country but limited access to global

content and maximum quality that can be provided with full HD resolution and ads shown will be lesser than those of the basic tier. And finally, the premium tier where regional and global content will be accessible at the fingertips of the Goan consumers which can be viewed without any ads, multiple devices can be used to access such platforms and the best viewing quality to be provided i.e 4k (ultra HD) also same content can be provided to them with multiple languages. Even collaborate with top content creators and create shows with them and provide exclusive content to Goan consumers to attract them. And also offer them with promotional discounts i.e during festive seasons and even when taking annual plans service providers can provide them at discounted rates. Further behavioural intention strongly predicts actual use among Goan consumers, which highlights the importance of converting intention into actual use. Here the service providers should make sure the content that they provide reflects the culture, tradition and language i.e. these platforms should offer local and regional content in the form of movies and web series which may result in higher actual use among Goan consumers. Also to encourage users' long-term commitment, service providers can introduce loyalty programs and rewards for loyal users. These loyal rewards and programs may include access to premium content, coupon codes for shopping online and even VIP access to live events and special movie screenings during IFFI at inox to maintain a loyal consumer base in the state of Goa. Finally, the relationship between actual use and satisfaction is significant therefore service providers must ensure high-quality production which will result in the overall satisfaction of consumers in the state of Goa. There should be the establishment of responsive customer support and offer consumers 24/7 support to enhance consumer satisfaction as well these platform providers must stay competitive against other OTT players in the market and service providers must invest in research and development to introduce new features like offline viewing options and also enhance user experience i.e interactive viewing experience and gamified content that will differentiate one platform with another and will add value for

Goan consumers finally result in satisfaction. The insights generated from the extended UTAUT2 model can serve as a useful reference for marketing managers and service providers in the OTT industry. Overall, by understanding the determinants of consumer adoption and satisfaction, managers can customize advertisements and customer service offers to better fit the requirements and preferences of consumers in the state of Goa, thereby boosting customer satisfaction.

5.4 Limitations of the study

It is crucial to recognize and deliberate over the possible constraints of this research. First, because of time constraints, responses were gathered using snowball sampling. It may, however, add bias into the sample because it depends on current respondents to recommend new respondents. Certain demographic groups or those with better network ties may become overrepresented as a result of this strategy. Second, although respondents came from both North and South Goa, the majority of the sample consists of people in the younger age groups and students earning less than Rs 30,000. This may limit the generalizability of our findings to other populations, such as older adults and professionals. Thirdly, the study's exclusive focus on the state of Goa may limit the conclusions' applicability to other Indian states or other nations globally. Because different cultural, social, and economic circumstances may have different implications on how consumers acquire, use, and enjoy over-the-top (OTT) video streaming platforms. Fourth, the study uses a cross-sectional design, which offers a short-term view of the behavior of consumers. This makes it more difficult to record shifts or patterns in adoption, usage, and satisfaction over time, which highlights the significance of longitudinal research. Fifth, although data is gathered by quantitative methods such as surveys, the study may lack the depth and complexity of qualitative methods. Further the lack of moderating factors in the UTAUT 2 model is another study limitation that can restrict how thorough the research approach is. Although the UTAUT 2 model offers a strong theoretical framework for

understanding the behaviour of technology adoption, it mainly concentrates on the direct relationships between factors without taking into account the possible moderating effect of external factors. The lack of moderating factors in the UTAUT 2 model may limit the model's ability to predict and explain phenomena because it may be unable to account for the diversity and heterogeneity of consumer responses to the adoption of new technologies. These findings may lack depth and context, which could result in inaccurate or incomplete conclusions about the factors influencing the adoption and satisfaction of OTT video streaming platforms. Lastly, although R^2 for SAT=31.20% is less than anticipated, but it is still acceptable based on (Cohen, 1988; Hair et al., 2019). This could be due to several factors that were omitted, such as platform reliability, customer service, and content quality.

5.5 Scope for future study

By learning more about alternate sample techniques like stratified or random sampling, future research may attempt to overcome the potential sampling bias associated with snowball sampling. Combining different sampling approaches allows researchers to get a more representative and diversified sample, which enhances the results' generalizability. Subsequent research attempts may also replicate the study across diverse geographical locations and cultural settings to assess the relevance and resilience of the findings. Examining adoption and satisfaction patterns in different nations and geographic regions could provide valuable insights into the contextual factors affecting customer behaviour. Longitudinal studies could provide researchers with a more comprehensive knowledge of the dynamics of consumer behaviour by monitoring changes in adoption and satisfaction over time. The long-term usage patterns of over-the-top (OTT) video streaming platforms are influenced by several trends and characteristics that this research would assist detect. To gain deeper insights, understand the quantitative data, and provide a wider understanding of consumer behaviour to better understand consumer perceptions and experiences, qualitative research methodologies, such as

focus groups and interviews, may also be employed in subsequent studies. To further diversify the samples, future studies may seek out participants with a range of income, occupation, and demographic backgrounds. Additionally, this would enable a more in-depth examination of the perspectives and practices of different social groups about over-the-top (OTT) streaming video platforms. Ultimately, as this study is the first to be conducted in the state of Goa to integrate satisfaction with the UTAUT 2 model by bridging the gap, a lower R^2 for satisfaction is acceptable (Cohen, 1988; Hair et al., 2019)). The low R2 for satisfaction, however, raises the possibility that there are more factors besides those included in the current model that contribute to consumer satisfaction with OTT video streaming platforms. To strengthen the model as a whole, future research should concentrate on locating and adding these missing factors, such as platform reliability, customer service experience or content quality. Even the study model can be expanded by including a continuous intention construct, meaning that consumers of over-the-top (OTT) video streaming platforms may choose to utilize them in the future if they are satisfied with them. Moderating elements that affect the interaction between UTAUT 2 constructs could be incorporated into future studies to further enhance the UTAUT 2 model. Researchers can improve the model's explanatory power and predictive relevance and provide a deeper understanding of technology adoption behaviour by finding and integrating important moderating variables, such as age, gender, and experience.

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Appendix I

Questionnaire

As a part of my Dissertation work in the M. Com Course, I am surveying 'A Study On Analysis Of Consumer Adoption And Satisfaction On OTT Video Streaming Platforms In The State Of Goa. Please do co-operate with me in this survey by giving your valuable responses. I promise that your response will be kept confidential and used only for academic purpose.

PART I: DEMOGRAPHIC PROFILE (Please Tick)

Gender	Male			Female		
Age	Up to 20	21 - 30		31 - 40	41 - 50	51 & Above
Education	Up to 10^{th}	Up to 12^{th}	Graduation	Post Graduation	Doctoral	Professional
Marital Status	Married			Unmarried		
Income (p.m)	Below Rs 30,000	Rs. 30,001-Rs 50,000		Rs. 50,001 – Rs 1,00,000	Above Rs 1,00,000	
Occupation	Student	Own business	Employed (Govt.)	Employed (Private)	Unemployed	Home-maker
Location	North Goa			South Goa		

Do you use OTT video streaming platforms?

☐ Yes

☐ No

Which OTT video streaming platforms do you use?

☐ Netflix

☐ Amazon Prime

☐ Disney Plus Hotstar

☐ Sony Liv

☐ Zee 5

☐ Voot

☐ Jio Cinema

Others (Specify)_____

For how long you have been using these OTT video streaming platforms:

☐ Upto 3 months

☐ 3-6 months

☐ 6 months – 1 year

☐ 1year and above

On which device do you prefer to use these OTT video streaming platforms:

☐ Mobile Phone

☐ Laptop

☐ PC

☐ Smart TV

Others (Specify)_____

How often do you use these OTT video streaming platforms :

☐ Never

☐ Rarely

☐ Frequently

☐ Always

How much time do you spend on these OTT video streaming platforms:

☐ Less than 1 hour

☐ 1 hour to 3 hours

☐ 3 hours to 6 hours

☐ 6 hours and above

Part II: Reasons for using OTT video streaming platforms

Determinants influencing consumer adoption and satisfaction on OTT video streaming platforms

Kindly Tick or Circle the appropriate number ranging from 1 to 5 in each of the factors provided where :- (1-Strongly Disagree, 2 Disagree, 3- Neutral, 4- Agree, 5-Strongly Agree)

	Performance Expectancy (PE)	**1**	**2**	**3**	**4**	**5**
1	I find the features offered by the OTT video streaming platforms useful.	(Venkatesh et al., 2003, 2012)				
2	Using the OTT video streaming platforms increases my chances of accessing relevant content.					
3	The OTT video streaming platforms helps me find and enjoy content faster.					
4	Using the OTT video streaming platforms fulfils my entertainment needs.					
	Effort expectancy (EE)	**1**	**2**	**3**	**4**	**5**
1	Learning to navigate the OTT video streaming platforms is easy.	(Venkatesh et al., 2003, 2012)				
2	The OTT video streaming platforms are informative and user-friendly.					
3	The OTT video streaming platforms is easy to use.					
4	It is easy to become proficient in using the OTT video streaming platforms.					
	Social influence (SI)	**1**	**2**	**3**	**4**	**5**
1	People whose opinions I value recommend using the OTT video streaming platforms.	(Venkatesh et al., 2003, 2012)				
2	Influential individuals in my life encourage me to use OTT video streaming platforms.					
3	The app is recommended by people who influence my entertainment choices.					
4	I consider the opinion of people with respect to services provided by OTT video streaming platforms.					
	Facilitating conditions (FC)	**1**	**2**	**3**	**4**	**5**
1	I have the necessary resources (such as a compatible device and internet connection) to use the OTT video streaming platforms.	(Venkatesh et al., 2003, 2012)				
2	I have the knowledge required to access and enjoy content on the OTT video streaming platforms.					
3	The OTT video streaming platforms is compatible with the devices and technologies I use, such as smartphones and smart TVs.					
4	I can easily get assistance from customer support when I face difficulties while using the OTT video streaming platforms.					
	Hedonic motivation (HM)	**1**	**2**	**3**	**4**	**5**
1	Using the OTT video streaming platforms is enjoyable and entertaining.	(Venkatesh et al., 2012)				

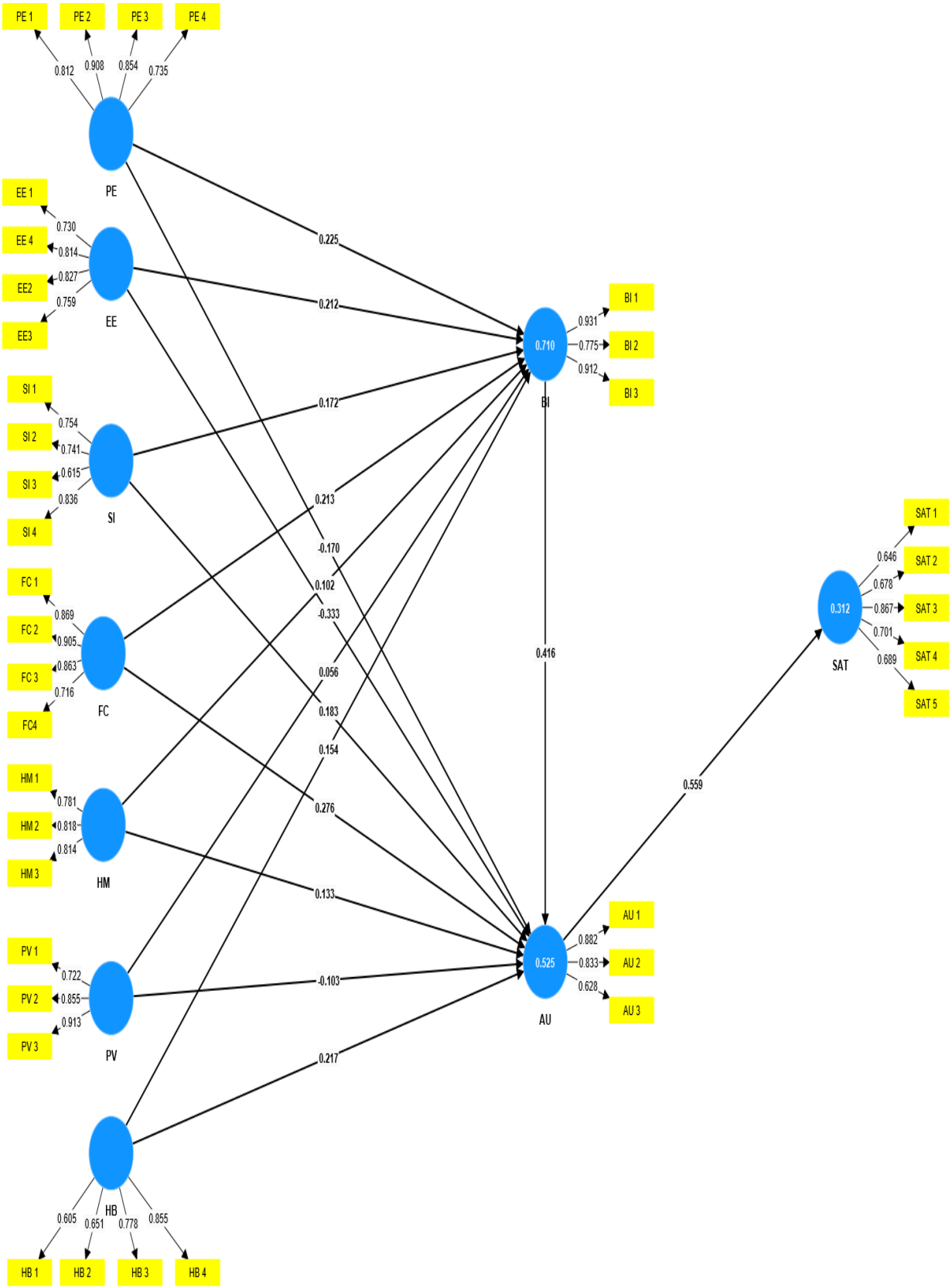
2	The app provides a fun and engaging experience	
3	I find using the OTT video streaming platforms highly entertaining.	

	Price value (PV)	**1**	**2**	**3**	**4**	**5**
1	The subscription cost for the OTT video streaming platforms is reasonable.	(Baptista & Oliveira, 2015; Venkatesh et al., 2012)				
2	The subscription cost for the OTT video streaming platforms offers a good value for the money.					
3	The subscription price is cheaper as compared to Cable TV/DTH service providers.					
	Habit (HB)	**1**	**2**	**3**	**4**	**5**
1	Using the OTT video streaming platforms has become a regular habit for me.	(Venkatesh et al., 2012)				
2	I frequently use the OTT video streaming platforms due to its addictive nature.					
3	Using the app has become natural and instinctive for my entertainment needs.					
4	I spend more time on OTT video streaming platforms during weekends and holidays.					
	Behavioural intention (BI)	**1**	**2**	**3**	**4**	**5**
1	I intend to continue using the OTT video streaming apps in the future	(Venkatesh et al., 2003, 2012)				
2	I plan to incorporate the use of the OTT video streaming app into my daily entertainment routine.					
3	I intend to speak positively about the OTT video streaming platforms to others.					
	Actual Usage (AU)	**1**	**2**	**3**	**4**	**5**
1	I regularly use OTT video streaming platforms to access content.	(Venkatesh et al., 2012)				
2	I use the OTT video streaming platforms often.					
3	I am irregular in using the OTT video streaming platforms.					
	Satisfaction (SAT)	**1**	**2**	**3**	**4**	**5**
1	I am satisfied with ease of use of OTT video streaming platforms.	(García-fernández et al., 2017)				
2	I am satisfied with the price value of these OTT video streaming platforms.					
3	I am satisfied with the content variety and quality offered by OTT video streaming platforms.					
4	I am delighted with the content and services provided by the OTT video streaming platforms.					
5	I am pleased with my decision to subscribe to the OTT video streaming platforms.					

(**Note:** item AU4 was eliminated since its removal resulted in an increase in R2)

Appendix II

Measurement model



Appendix III

Structural model