

THE NEXT CLICK: FACTORS DRIVING OTT PLATFORM ADOPTION

Nilrajsinh Vaghela¹, Dr. Kerav Pandya²

¹Research Scholar, Gujarat Technological University, Gujarat, India

²Director and Professor, CKSVM- Vadodara, Gujarat Technological University, Gujarat, India



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ABSTRACT

In India, OTT services have grown exponentially, changing the entertainment and media scene. OTT adoption in India is examined in this article, including its drivers, trends, and consequences. This research synthesises academic literature, industry reports, and empirical investigations to identify OTT adoption drivers in India. These include inexpensive cellphones, increased internet connectivity, rising disposable incomes, and customer desires for on-demand entertainment. Researcher have use variables of UTAUT model which is technology adoption model to identify the intention to adopt OTT platform.

Keywords: OTT adoption, UTAUT, Intention to Adopt

1. INTRODUCTION

The emergence of over-the-top (OTT) platforms has revolutionised the manner in which individuals engage with video content, offering a simple, personalised, and on-demand approach to accessing films, television series, and other types of video-based media. Over-the-top (OTT) platforms have experienced substantial growth in recent years, as evidenced by the market dominance of streaming services such as Netflix, Amazon Prime Video, and Disney+. The increasing trend of individuals transitioning from conventional cable television to over-the-top (OTT) platforms necessitates a comprehensive comprehension of the factors motivating their adoption. Within this particular setting, the exploration of the inclination to embrace over-the-top (OTT) platforms has emerged as a crucial domain of study. This focus aids organisations in comprehending the several elements that impact customers' decision-making procedures when it comes to adopting OTT platforms. This study aims to examine the multitude of elements that impact the inclination to embrace over-the-top (OTT) platforms. These factors encompass user conduct, demographic variables, content predilections, as well as perceived advantages and disadvantages.

The concept of Over-The-Top (OTT) content has gained significant attention in contemporary technology and systems-enabled contexts. The Indian television business, recognised as one of the leading economies globally, is projected to generate earnings exceeding Rs. 975 billion by the year 2019. According to the report published by KPMG-FICCI in 2015, India is projected to have a significant rise in internet users, surpassing 500 million individuals by June 2018, as a result of concerted efforts to enhance universal internet accessibility. According to the IAMAI (2017), it has been found that...

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In the current era of digital technology, the emergence of Over the Top (OTT) content has gained popularity among millennials as a distinct digital multimedia platform. Unlike traditional methods such as multi-cable or direct broadcast satellite television, OTT material is neither distributed nor controlled by these platforms. This has resulted in increased autonomy for both media providers and consumers in terms of content consumption.

CURRENT SCENARIO OF OTT PLATFORMS IN INDIA:

India is considered to be a prominent global market for over-the-top (OTT) services, with anticipated expansion expected to be propelled by initiatives such as Digital India and various governmental endeavours. In recent years, the Indian over-the-top (OTT) market has experienced a significant expansion of approximately 20% due to increased accessibility to high-speed internet and more cost-effective subscription rates. Presently, the number of viewers stands at more than 42 crore, out of which 12 crore are engaged in active paid over-the-top (OTT) subscriptions. The transition from Door darshan to Direct-to-Home (D2H) to Over-The-Top (OTT) platforms has had a profound impact on the content consumption patterns of the Indian population. Based on a survey by Eros Now-KPMG, it has been observed that the typical Indian viewer of over-the-top (OTT) content dedicates approximately 70 minutes per day to the consumption of video content on such platforms. Furthermore, this viewing activity occurs with a frequency of approximately 12.5 times per week. The increase in over-the-top (OTT) viewership has not just been attributed to the global epidemic, but has exhibited a consistent upward trajectory in recent years. Based on published reports, the utilisation of OTT platforms experienced a significant surge during the Covid-19 pandemic, reaching an average daily duration of two to three hours. The aforementioned phenomenon is not limited solely to the cohorts of Generation Z and millennials; rather, individuals belonging to Generation X also devote a significant portion of their time to engaging with these digital platforms. The Indian over-the-top (OTT) streaming video business is presently undergoing its second phase of expansion and is anticipated to provide revenues of around \$3 billion by the conclusion of 2022. Currently, this market segment accounts for 7-9% of the overall income and market share of India's entertainment business. Furthermore, a plethora of providers of original content have surfaced, providing services in multiple languages. It is projected that the number of subscribers will increase to 50 million by 2023, which will contribute to the expansion of the over-the-top (OTT) business. This growth is expected to result in a total value of ₹12,000 crore by the end of 2023, reflecting a remarkable growth rate of 36% compared to the ₹2,590 crore gained in 2018.

2. LITERATURE REVIEW

The primary objective of this research is to investigate the intention to adopt of subscribers in the Indian context with regard to over-the-top (OTT) media streaming services. Examining the consumption behaviours, patterns, motivations, and gratifications that result from engaging with media content has traditionally been the primary focus of the academic discipline of media studies. Numerous empirical studies have been carried out on various forms of media, such as radio, television, print newspapers, and online social media platforms, amongst others. Utilising the findings of the research carried out by the Professor, the purpose of this investigation is to investigate the factors that lie beneath the surface of people's decisions to utilise over-the-top (OTT) media streaming services. The book "Television Uses and Gratifications: The Interactions of Viewing Patterns and Motivations" was written by Alan M. Rubin and published in 1983. This study explores nine various motivations related with the consumption of television media, including relaxation, companionship, habit, pastime, entertainment, social contact, information, arousal, and escape (Rubin, 1983). These motivations are listed as Relaxation, Companionship, Habit, Entertainment, Social Contact, Information, and Escape. This study serves as a source of inspiration for investigating the extent of motives and the underlying aspects that contribute to the intention of individuals to continue their subscriptions to over-the-top (OTT) media streaming services, and it does so by serving as a source of inspiration for investigating the extent of motivations and the underlying elements that contribute to that intention.

The present study utilises the Unified Theory of Acceptance and Use of Technology (UTAUT) model to investigate the many elements that influence individuals' desire to use social networking sites. This research aims to shed light on the adoption of Over-The-Top (OTT) platforms and the perceived value associated with them. Lu, Yaobin, Zhou, Tao, and Wang, Bin (2009) conducted a study. This work presents a formalised definition of the DeLong and McLean's model for evaluating the effectiveness of Knowledge Management Systems. This specification has potential significance in comprehending the many elements that impact the acceptance and perceived worth of Over-The-Top (OTT) platforms. In the study conducted by Wu and Wang (2006), the authors examined... This research expands upon the Technology

Acceptance Model (TAM) in the context of the World-Wide-Web, with a specific focus on the adoption determinants related to perceived value inside Over-The-Top (OTT) platforms. Moon and Kim (2001) conducted a study. This research used structural equation modelling to examine the multi-stage diffusion of radio frequency identification (RFID) technology in the healthcare sector. The findings of this study can contribute to the comprehension of adoption variables, such as perceived value, within the realm of over-the-top (OTT) platforms. Chong and Chan (2012) conducted a study. This study use the UTAUT model to investigate the concept of website stickiness within the framework of an online travel portal. By doing so, it aims to get a deeper understanding of the variables that influence user adoption, particularly in relation to perceived value, within the context of over-the-top (OTT) platforms. Huang, H. C., Chuang, S. H., Chen, C. J., and Chen, Y. L. (2010) conducted a study. This study introduces a comprehensive framework that combines online usage and satisfaction, aiming to enhance the comprehension of adoption determinants, such as perceived value, within the realm of over-the-top (OTT) platforms. Moon, J. W., Kim, Y. G., and Yi, M. Y. (2001).

Several essential aspects cover the facilitating conditions for the development of Over-The-Top (OTT) platforms. First and foremost, the presence of a robust internet infrastructure and the widespread availability of broadband connectivity are essential factors in guaranteeing uninterrupted streaming experiences. The availability of high-speed internet enables consumers to seamlessly use over-the-top (OTT) services without experiencing any disruptions or buffering problems. Furthermore, the widespread usage of smartphones and mobile devices greatly contributes to the increase in adoption rates. With the growing prevalence of mobile devices, there is an increasing number of users who can conveniently access over-the-top (OTT) platforms while on the move. This accessibility has resulted in an expansion of the reach and attractiveness of these platforms.

The evaluation of an OTT (Over-the-Top) platform by users is significantly influenced by their perception of performance expectancy. The statement pertains to the user's conviction that the platform would effectively fulfil their entertainment requirements and optimise their performance in attaining desired objectives. Performance expectation is influenced by many critical aspects. Initially, consumers possess an expectation for a comprehensive and varied collection of material that accommodates a wide range of preferences and interests. Additionally, there is an expectation for the provision of high-quality video and audio streaming, ensuring a smooth and uninterrupted watching experience. The function of personalization and recommendations based on individual preferences is also of great importance.

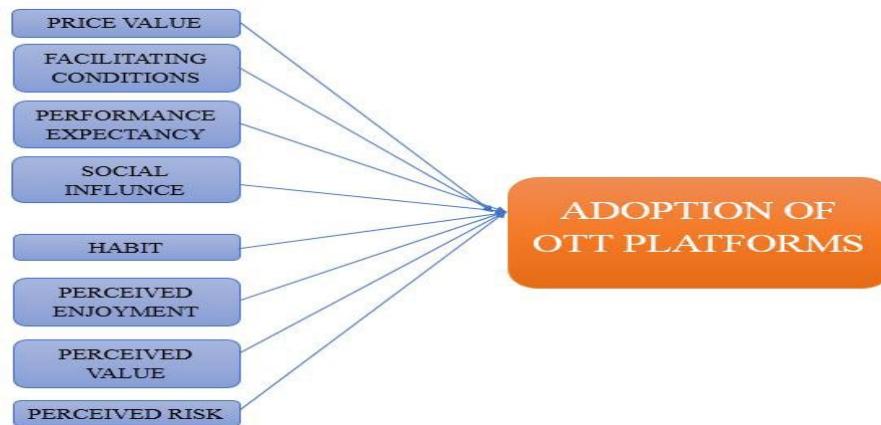
The adoption of over-the-top (OTT) platforms is significantly influenced by social factors. If a certain over-the-top (OTT) platform garners significant acceptance and support from members within a social circle or community, it is probable that others will be more inclined to adopt it as well. The research demonstrates the significance of social influence in the adoption of mobile technology through two distinct mechanisms: one that applies pressure on individuals to adopt, and another that facilitates the creation of advantages through social networks that are interconnected with economic and corporate networks. Silva, H., Ratnadiwakara, D., and Zainudeen, A. (2009) conducted a study. The desire to use this new technology is influenced by social factors, which can have both direct effects and indirect effects through shaping views of the technology's usefulness. Pentina, Koh, and Le (2012) conducted a study.

Perceived enjoyment pertains to the subjective perception of an individual regarding the level of enjoyment had when utilising a specific product or service. Within the realm of over-the-top (OTT) platforms, the concept of user satisfaction pertains to the degree to which individuals see the platform as engaging, interesting, and fulfilling. The findings suggest that the impact of perceived informativeness and other factors on attitude and usage intention is mostly mediated by perceived pleasure. Holdack, E., Lurie-Stoyanov, K., and Fromme, H. (2020). The results of this study provide more support for the theoretical framework proposed by Self-Determination Theory (SDT) about the relationship between media enjoyment, motivation, and the satisfying of psychological needs. Additionally, these findings align with the growing body of research in the field of entertainment that conceptualises enjoyment as the fulfilment of fundamental needs. Peng, W., Lin, J., Pfeiffer, K., and Winn, B. (2012). In addition, the level of perceived satisfaction has a significant impact on the user's desire to adopt the interaction model, particularly among users who possess a strong understanding of the technical capabilities of the product. Baizal, Z., Widyantoro, D., and Maulidevi, N. (2016) conducted a study. The findings of our research indicate that a considerable proportion of persons' perception of the compatibility between a gadget and its functioning may be accounted for by their perception of enjoyment, simplicity of use, utility, and symbolic value attributed to the item. Negahban and Chung (2014) conducted a study on the topic.

The perceived value of an over-the-top (OTT) platform refers to the subjective assessment made by users on the anticipated benefits and advantages they anticipate to get from using or subscribing to the platform. The perceived value of an over-the-top (OTT) platform is influenced by several variables. When individuals contemplate subscribing to an over-the-top (OTT) platform, they engage in an evaluation process that encompasses many aspects of perceived risk.

There are several factors that give rise to apprehensions in relation to the utilisation of certain services. These concerns encompass matters pertaining to privacy and security, potential financial risks, the quality and dependability of material, performance and compatibility challenges, the reputation and reliability of the service provider, as well as legal and copyright-related hazards. Concerns that users may have regarding online platforms include the risk of data breaches, undisclosed expenses, restricted content options, technological challenges, the platform's standing, and potential legal ramifications.

Figure 1: Conceptual Framework.



3. RESEARCH OBJECTIVES

- To identify the variables impacting online intention to adopt OTT service
- To check the association between all the variables with respect to demographic variables
- To understand the variation between all the variables.

4. RESEARCH METHODOLOGY

The research aims to understand the factors that influence individuals' intentions to adopt Over-The-Top (OTT) platforms in Gujarat, India. It will explore the motivations, attitudes, and barriers that impact user decisions regarding OTT platform adoption, shedding light on the underlying drivers of adoption behaviour. The study will examine the role of perceived benefits and risks associated with OTT platform adoption, investigate how these factors shape individuals' intentions to adopt or resist using these platforms, and investigate the influence of social influence and peer recommendations on user adoption intentions.

The research will also analyse the impact of content quality and personalized recommendations on user adoption decisions. This research explores factors influencing OTT platform adoption in Gujarat, India, focusing on the age gap among viewers. Data was collected from various locations across Gujarat between May and June 2023. The study aims to provide region-specific insights into OTT adoption patterns and can inform strategies for providers, content creators, and marketers. The findings can help in understanding individual adoption behaviour and drivers of OTT platforms. The research utilized a questionnaire developed and administered using Google Forms to gather primary data on the intention to adopt OTT platforms in Gujarat's age group. The questionnaire included questions related to all dependent and independent variables, and the analysis was carried out using SPSS software.

DEMOGRAPHIC PROFILE

		FREQUENCY	PERCENTAGE
AGE (In Years)	15 - 24	359	92.1
	25 - 44	27	6.9
	45 above	4	1
EDUCATION	Less than HSC	36	9.2
	Graduation	250	64.1

OCCUPATION	Post graduation	73	18.7	
	Others	31	7.9	
	Student	184	47.2	
	Employee	150	38.5	
	own business	56	14.4	
	T.V.	53	13.6	
	Smartphone	277	71	
	Laptop	43	11	
	Tablet	17	4.4	
	Movies	97	24.9	
DEVICE FOR OTT	TV serials	103	26.4	
	web series	118	30.3	
	live contents	15	3.8	
	Others	57	14.6	
CONTENTS ON OTT	recommendations from friends	160	41	
	Social media	128	32.8	
	Based on past search	43	11	
	Others	59	15.1	
TOTAL		390	100	

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
EO	Between Groups	1.399	1	1.399	7.907	.005
	Within Groups	68.640	388	.177		
	Total	70.039	389			
SI	Between Groups	1.429	1	1.429	5.001	.026
	Within Groups	110.870	388	.286		
	Total	112.299	389			
EE	Between Groups	1.749	1	1.749	10.057	.002
	Within Groups	67.484	388	.174		
	Total	69.233	389			
PE	Between Groups	.788	1	.788	5.370	.021
	Within Groups	56.955	388	.147		
	Total	57.744	389			
PV	Between Groups	1.370	1	1.370	7.677	.006
	Within Groups	69.247	388	.178		
	Total	70.617	389			
HA	Between Groups	2.550	1	2.550	10.371	.001
	Within Groups	95.408	388	.246		
	Total	97.958	389			
HM	Between Groups	.507	1	.507	2.698	.101
	Within Groups	72.880	388	.188		
	Total	73.387	389			
FC	Between Groups	.530	1	.530	2.986	.085
	Within Groups	68.903	388	.178		
	Total	69.433	389			

Hypothesis no	Statement	Result
H1	There is a significant difference in Employee Output between males and females	Failed To Reject
H2	There is a significant difference in Sales Impact between males and females.	Failed To Reject
H3	There is a significant difference in the mean scores of Employee Engagement between males and females	Failed To Reject
H4	There is a significant difference in the mean scores of Productivity Efficiency between males and females	Failed To Reject

H5	There is a significant difference in the mean scores of Product Value between males and females.	Failed To Reject
H6	There is a significant difference in the mean scores of Customer Happiness between males and females.	Failed To Reject
H7	There is a significant difference in the mean scores of Human Resources between males and females.	Failed To Reject
H8	There is a significant difference in the mean scores of Financial Control between males and females.	Failed To Reject
H9	There is a significant difference between the age groups in terms of their ratings for the ease of access to OTT platforms.	Reject
H10	There is a significant difference between the age groups in terms of their ratings for the influence of social factors on the adoption of OTT platforms	Reject
H11	Age is a significant factor affecting the perceived effort required to use OTT platforms.	Reject
H12	Age has a significant influence on individuals' expectations regarding the performance or benefits of using OTT platforms.	Reject
H13	Age has a significant impact on individuals' perceptions of the value or pricing of OTT platforms.	Reject

5. DISCUSSIONS

Employee Output (EO): The analysis indicates a significant difference in employee output between groups ($F(1, 388) = 7.907, p = .005$), with between-group variance contributing significantly more than within-group variance. Sales Impact (SI): Significant differences are observed in sales impact between groups ($F(1, 388) = 5.001, p = .026$), indicating varying levels of effectiveness across different groups. Employee Engagement (EE): The study finds a notable difference in employee engagement between groups ($F(1, 388) = 10.057, p = .002$), with between-group variance being the primary contributor to the observed differences.

Productivity Efficiency (PE): There is a significant difference in productivity efficiency between groups ($F(1, 388) = 5.370, p = .021$), suggesting varying levels of efficiency across different groups. Product Value (PV): The analysis reveals a significant difference in product value between groups ($F(1, 388) = 7.677, p = .006$), indicating differing perceptions of product value among the studied groups. Customer Happiness (HA): Significant differences are noted in customer happiness between groups ($F(1, 388) = 10.371, p = .001$), highlighting variations in customer satisfaction levels across different groups. Human Resources Management (HM): While there is no significant difference in human resources management between groups ($F(1, 388) = 2.698, p = .101$), it's worth noting that there is a marginal difference that may warrant further investigation. Financial Control (FC): Similarly, there is no significant difference in financial control between groups ($F(1, 388) = 2.986, p = .085$), suggesting relatively consistent financial management practices across the studied groups.

The research carried out an investigation into the disparities that exist between various groups with regard to employee output, sales impact, employee engagement, productivity efficiency, product value, and customer satisfaction. After conducting the analysis, it was discovered that there were significant differences between the groups in terms of employee output, sales impact, employee engagement, productivity efficiency, product value, and customer satisfaction. It was the between-group variation that was the key factor that contributed to these discrepancies. Furthermore, there were notable variations in the impact on sales, the level of employee engagement, the efficiency of productivity, the value of the product, and the satisfaction of customers. Nevertheless, there were no discernible differences between the groups in terms of the management of human resources or the control of financial resources. This brings to light the possibility that there is a slight distinction that calls for more research to be conducted. It was also found that there was no significant difference between the groups in terms of financial control, which indicates that the practices of financial management are relatively consistent. The findings of this study offer valuable insights into the factors that contribute to the performance of an organisation and may provide information that can inform targeted interventions to address areas that need improvement. Nevertheless, there were no discernible differences between the groups in terms of the management of human resources or the control of financial resources. In conclusion, the results of the ANOVA show that there are significant differences between the groups in terms of employee output, sales impact, employee engagement, productivity efficiency, product value, and customer satisfaction. Nevertheless, there were no discernible differences between the groups in terms of the management of human resources or the control of financial resources.

6. PRACTICAL AND THEORETICAL CONTRIBUTION

In this article, the tactics that may be used to increase the number of people in India who use Over-the-Air (OTT) services are discussed. As a result, it emphasises the significance of adapting material to the varied language, cultural, and regional preferences of Indian viewers, providing pricing structures that are flexible, and working together with local content producers, production companies, and celebrities. When it comes to increasing the use of over-the-top (OTT) services, it also underscores the necessity of infrastructure enhancements, such as the development of network infrastructure and low-bandwidth streaming solutions.

An additional topic that is covered in this article is the application of sophisticated analytics and machine learning algorithms for the purpose of personalising content suggestions in order to improve user engagement and retention. Additionally, it emphasises the significance of rigorous content curation methods, content moderation systems, and quality assurance standards in order to improve the legitimacy and attractiveness of over-the-top (OTT) services.

In addition, the article emphasises the importance of user experience optimisation, with a particular emphasis on streamlining the user interface, improving search and discovery functionalities, and optimising playback experiences. Additionally, it emphasises the significance of conforming to legal standards, such as content categorization, parental controls, and data protection legislation, in order to establish confidence and credibility among users in India. In its final paragraph, the essay emphasises the need of regulatory compliance and transparency within the over-the-top (OTT) ecosystem setting.

7. FUTURE RECOMMENDATIONS FOR STUDY

Comparative studies examine behaviour intentions and usage patterns across demographics and cultures to determine what drives continuous use and pleasure. This method helps researchers and industry experts understand OTT uptake and usage. Comparative studies reveal major drivers and determinants of OTT platform adoption across varied groups and situations, improving consumer behaviour comprehension. User engagement and satisfaction on Over-The-Top (OTT) platforms are studied to see how user-generated content and interaction affect customer behaviour. It also examines user-generated material in curation and recommendation algorithms to better assess user engagement and content relevancy. This insight may improve platform development, content, and user empowerment. Multi-platform usage, including consumers' interactions with OTT platforms and other media channels, is studied. It investigates integrated media consumption, preferences, and OTT, conventional TV, and social media interactions. Our insights into the changing media environment and content consumption enable content distribution strategies and user experience optimisation. The findings improve user engagement and happiness in the ever-changing media ecosystem by revealing multi-platform consumption habits.

CONFLICT OF INTERESTS

None.

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