Report on

STUDY ON CONSUMER BEHAVIOUR AND FACTORS AFFECTING ADOPTION OF OTT STREAMING PLATFROMS

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CERTIFICATE

This is to certify that this project report entitled "**Study on Consumer Behaviour and Factors Affecting Adoption of OTT Streaming Platforms"** by **Dinesh Bhetwal (2K18/MBA/711)** and **Febin Scaria (2K18/MBA/740)** submitted in partial fulfilment of the requirements for the degree of Masters of Business Administration of University School of Management And Entrepreneurship, Delhi Technological University during academic year 2018-19, is a bonafide record of work carried out under my guidance and supervision.

Amit Mookarjee	Harleen Kaur
(HOD)	Assistant Professor
Date:	Date:
Place:	Place:

DECLARATION

We hereby declare that the project entitled “A Study on Consumer Behaviour and Factors Affecting the adoption of OTT Streaming Platform” under the guidance of Ms. Harleen Kaur, Assistant Professor (USME, DTU), submitted in partial fulfilment of the requirements for the degree of Master of Business Administration is true and original to the best of our knowledge and belief.

We further declare that the information presented in this project has not been submitted for the award of any other degree/diploma/fellowship or other similar titles or prizes.

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ACKNOWLEDGEMENT

We are taking this opportunity to express our profound gratitude and deep regards to our guide Assistant Professor Harleen Kaur for her exemplary guidance, monitoring and constant encouragement throughout the course of project.

We also take this opportunity to express a deep sense of gratitude to all my professors, teachers and our library staff, for their cordial support, valuable information and motivation, which helped us in completing this project through various stages.

We would like to thank all the respondents for helping us in getting the survey done and providing us their original answers without which the project would not have been possible.

We would like to specially thank our family and friends for their support and motivation; only because of their support we could finish this Project in a very satisfying way.

Date: Dinesh Bhetwal

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EXECUTIVE SUMMARY

With extensive penetration of internet, there has been significant rise in Internet based service companies, among them is OTT i.e. Over-the-top streaming platform. Over-the-top or OTT media services are online content providers which offer streaming media as a unique product or service. The term is usually used for video-on-demand platforms, but it also includes messaging services, audio services or voice calling solutions based on internet.

The objective of this research is to find out consumer behaviours and factors affecting adoption of OTT streaming platform. In order to carry out the research, “Unified Theory of Acceptance and Use of Technology(UTAUT) Model” which was developed by Venkatesh et al 2008, was taken as basic model along with integration of other model such as “Diffusion of Innovation Theory” (Rogers 1960), “Theory of Reason Action” (Fishben and Ajzen 1975), “Theory of planned behaviour” (Ajzen 1991), “Decomposed theory of planned behaviour” (Taylor & Todd 1995), “Technology Acceptance Model” (Fred D Davis 1989), “Model of PC utilisation” (Thompson 1991), TAM 2 (Venkatesh & Davis 2000) to find out complete construct to carry out research.

The hypothesis was created using construct based upon underlying theory. Then questionnaire was prepared and survey of 253 respondents was carried out in Delhi NCR and Kerala. The basic criteria for respondent to be part of the survey was to be user of any of OTT streaming platform. Then the data obtained was analysed using SPSS. The reliability test was carried out by Cronbach’s Alpha and hypothesis testing was done using Linear regression model.

The finding of this study might help OTT streaming platform brands to create a consumer oriented streaming by implementing enablers of adoption of platform and eliminating or minimising inhibitors.

Table of Content

INTRODUCTION

The global telecommunication industry has been undergoing a continuous change in business and technological atmosphere, for past half century because of its dynamic nature. From the initial stages of telegraphs and voice-telephony the telecom industry has evolved a long way to what we are witnessing now. The telecom providers are competing to provide the highest voice quality, data and multimedia services for everyone all around the world that too in multi-devices. In the initial days the prime revenue sources for telecom providers were voice and messages. When data came into the picture and the game changing advancement like internet explosion and the introduction of cellular mobile communication in the 1990's occurs, there happened to be a new challenge or opportunity for them to generate their revenue, Over-the-top services.

Over-the-top or OTT media services are online content providers which offer streaming media as a unique product or service. The term is usually used for video-on-demand platforms, but it also includes messaging services, audio services or voice calling solutions based on internet. Over-the-top services get around media distribution channels those are traditional like cable television providers or telecommunication networks. If you have access to internet, either it be a broadband connection or mobile network, you have the complete access to the platform and the content in that. OTT media services are usually monetized through paid subscriptions, but there are some OTT platforms which are exceptions in which they offer in-app purchases or even sometime advertising. The OTT offers their service in infrastructures like smartphones, smart TV, computers and even in gaming consoles. The main factor of the OTT is that the administrative control of the content is not with the service provider. At first Over-the-top media services were restricted to provide only video and audio contents but now a day with the advancement in technology it has evolved to add any type of content and services into it and became accessible on the internet. So as it is clear that the part which internet plays in this is really important and the OTT service providers depend on the internet speed and the exposure to the network for streaming there services to get to the customers. But the telecom service providers have no administrative control or responsibility over the content or services even though they are the providers of internet which the customers are utilizing for

streaming, watching or downloading. The fast transformation to wireless networks and the increase of smartphones creates a vast growth in the use of OTT platforms. It has drastically changed the market of OTT services and also it increases the use of internet, resulted in the improved revenue earning for the telecom service providers. The feasibility for high speed internet has created a huge opportunity for the OTT service providers and also for the telecom service providers. The Smartphone industry over ruled the total over-the-top market in 2017. It is expected to be at the top position during the forecast period also. This is due to the improvement in the number in adoption of smartphones to watch, stream or even download OTT services. Apart from all these this has also resulted in the growth in potential market for bigger screen smartphones in the economies. Also, by the availability and affordability of android-based smartphones, it resulted in the increase in number of users who are active in online gaming. So with the emergence of OTT the consumer is having the independence in selecting the content to stream and also the means of resources and platform to be used. The time and place is not a hindrance anymore for any consumer to stream through, if they have the access to internet. And also it is advanced to a level that the content can be downloaded and stored and could watch later. Over the top services are trying for grip in several industry sectors, including e-health, e-education, e-commerce, smart grids, and others. Smartphone based business is also a promising area which is attracting importance because of the improvements in the OTT services. New companies are coming into the OTT services market because of huge revenue opportunity. Another emerging market trend is Omni-channel retailing, expected to make a decision on the market for OTT communication services.

In the light of 2018 Mobile Economy report, published by GSM Association, by 2025 the penetration of mobile internet will vary up to 61% of the total world population and 86% of the unique subscribers. It also says that by 2025, globally the foremost electronic device will be smart phones. These factors signify a huge market for services that are digitally delivered and e-commerce, content and other services. Such platforms (digital) are an important factor in the economy. Various digital platforms who have global networking have improved their market place in different sectors. For example, Google LLC is used for 90% of all internet browsing. Facebook is used for a significant market share of the social media market. Amazon have a notable share in the online retail commotion. Whereas Amazon Web Services have a huge share in the

global cloud market. These factors impact the overall growth of the over-the-top services market positively. As per the study by Diffusion Group, a rising collection of virtual multichannel video programming (MVPD's) with about 5.5 million subscribers ended by 2017. The results also state that the key TV network providers are to be expected to begin individual direct-to-customer (DTC) services by 2022. This will make the subscriptions of online streaming services almost 50 million by 2022. Also, IBM Cloud Video Report founds that consumers likes to get their streaming service via their television such as Samsung smart TV, roku, Blu-Ray players, Apple TV, and others. So it is clear that the market for OTT media services is growing exponentially and also has the potential to grow tremendously as the easy and affordable access to internet.

The market is classified into "online OTT services and managed OTT services" in accordance with the service provided. The managed OTT services are service networks in which the service providers have the control over the network capacity to provide. Example of managed OTT services are IPTV, pay-TV etc. The net neutrality also has a major role in this managed OTT services. It is a principle which says that all internet service providers should consider internet communication evenly and should not discriminate on the basis of user, platform, content or website. Because of the abundance in electronic devices and the accessibility to high speed internet, manages OTT services are expecting a stable growth in the coming years. Especially in developing economies the market for managed OTT services are really high as the consumers are more leaning towards this conventional OTT practices like pay-TV. The online OTT refers to the services that that majorly depend on the open internet for the deliverance of content. For example, video on demand, online music, online gaming, and other online OTT services. According to the documentation by TRAI, the examples of OTT are WhatsApp, skype, snapchat, viber, hike, instagram etc and others like iMessenger, Blackberry Messenger, Facebook messenger and video on demand service providers like Netflix, Amazone prime, Voot, Hotstar etc.The expectation for the market growth is really high because of the increasing broadband penetration and availability of high speed internet and also apart from that one of the major factor that plays here is the huge investments done by online OTT service providers like Netflix, Amazon Prime etc in the infrastructure of network and also in the original content. These are more likely to contribute for the growth in the online OTT market.

Here let us list some of the factors that make OTT services more user-friendly and also the features which contribute for the growth of market.

- **High value content for low cost-** The price for purchasing the subscription into this platform are considerably low when it is compared with other cable networks and other digital networks. And also the content available for that price is of great quality which makes the user tend to purchase the subscription even though they are only streaming for a lesser time.
- **Original content-** The content is the most important factor in any entertainment service sector. The consumers are always ready to pay more price for better content. Now most of the OTT service providers have their own original contents which are only available through there platforms. Netflix and Amazon prime is an example for this because both of them have some particular original content which is not available in any pother platforms.
- **Compatibility with multiple device-** The compatibility with multiple device is another important factor because now a day's people are more concerned about convenience. In early days to watch a movie or a show you should have a TV set which is connected to cable or digital network. But now with the emergence of OTT services anybody who have a subscription of the platform can access the content using a laptop, gaming console, mobile phone etc. The only requirement is the internet connectivity.

When it comes to the delivery of OTT services it's easy to deliver as the internet based delivery system has been advanced to a great extent which results in to a situation in which the only things consumer requires are internet connectivity and a compatible hardware device.

- **Mobile devices**- The OTT applications can be downloaded to any smartphones or tablets from a supported digital storefront. The App for Netflix, Amazon prime, Hotstar etc are available in the digital storefront which makes the delivery easy in your mobile device. By login into the platform by the details required you can get access to the platform anywhere, anytime.
- **Personal computer**- Most of the computer is open to have the OTT services or in other words in supports OTT services through normal web browsing or through desktop based apps. Whether it be Google Chrome, Internet explorer

or any other search engine, you can have access to the OTT platform through your personal computer

- **Smart TV**- Most of the latest smart TVs are already provided with the in-build application of OTT services or even they are providing facilities to download the app for Smart TVs. Or even in some other cases there are screen mirroring devices which helps users to connect their TV to personal computers or even mobile devices which help them in viewing the content in the phone in a bigger screen of TV.
- **Digital Media Players**- The devices like Apple TV which is a third party device supports a range of OTT solutions. It helps users to access OTT services in a flexible and reliable way. Apart from that now a day most of the latest game consoles are designed in a way that it can also support a range of OTT services through there gaming consoles.

As the OTT services have developed into a certain level which became an integral part of the human being it is important to know about the services they are providing or in other words what all categories of media they are handling.

- **Videos**- The most important and inevitable service is the video streaming. With the affordable price of data and the access of high-speed internet even in rural areas, the streaming of videos had become a part of the live. Whether it be entertainment purposes or educational purposes the streaming of videos are getting increased in a great pace. So video plays a main role in the content of OTT services. It can be through subscription based platforms like Netflix, Amazon prime or paid storefronts like iTune or it can be through YouTube which is an ad-based service.
- **Audio-** Even though most of the users have a vague idea about the services, which excludes audio from OTT services. Services like internet radio and podcasts are two best examples of OTT service as audio. Internet radio is a digital audio service which is transmitted through internet. They are usually used in communicating information through voice notes or talks which can't be paused or replayed. And when it comes to audio services as OTT It can also distinguish further on the basis of subscription, paid storefront or ad-based services.

- **Messaging-** The messaging services which connect users directly through internet is an example of messaging as a OTT service. It is going to bypass the traditional mobile SMS networks. The era of text messages through SMS is almost over. Messaging applications like Facebook, WeChat, Skype etc are the best example for applications which have versions which connect users directly through internet. And above that most of these messaging apps can replace or some of them can integrate with the normal SMS services which opens a path for OTT services to be used widely for messaging also.
- **VOIP-** Video calling platforms are another service that OTT providers bring forth. VOIP which is the abbreviation of voice over internet protocol also known as IP telephony is a method of communication of voice and multimedia through the internet protocol devices like internet. The services like Skype, WeChat etc are the example for VOIPs. It is known that these services can be integrated with mobile phone networks to enhance many other features.

Global Overview

When we think about the global scenario the OTT services is gaining more market with a high compound annual growth rate. The expected market size for the global over the top service is to reach $179.9 billion by 2025. And the compound annual growth rate is expected to be 14.3% for the forecast period. OTT service providers provide the content through there platform through the provided channel, internet. But they don't have any control over the planning, delivery or content of the service. After Smartphones became affordable for a major population and also the data charges become low along with the availability of the high-speed internet, the market of OTT media services is undergoing a rapid growth.

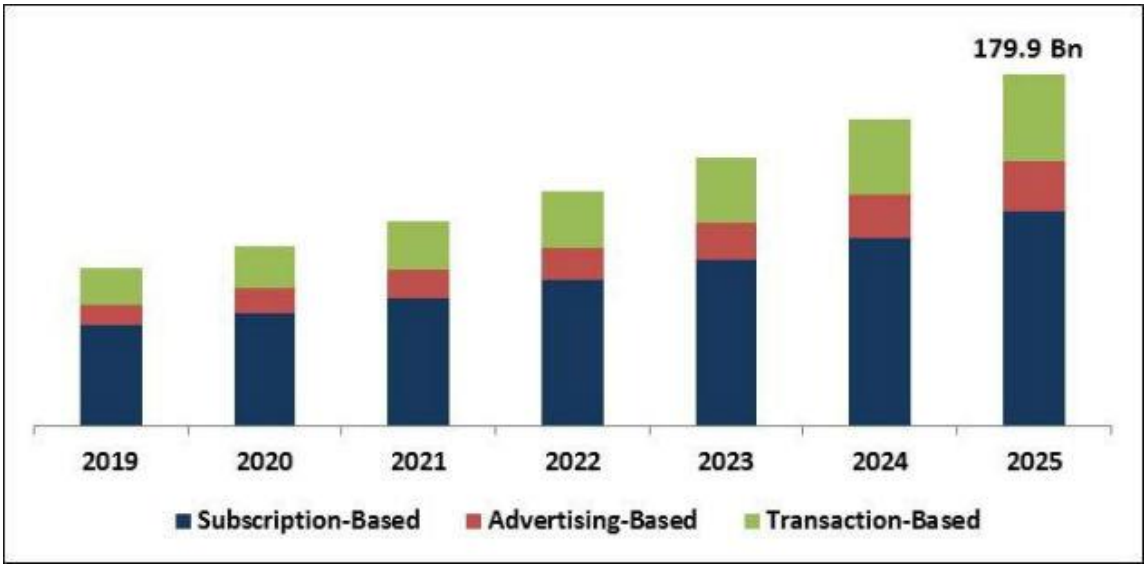

Figure 1: Global Over-the-Top Services Market Size

The smartphones or mobile channels are becoming most widely used video delivery platforms. This overtakes the traditional TV for the production as the leading channel. Because of the fixed broadband bundling and the TV billing regulations, mobile is swiftly improving itself into the most important service distribution channel. As the mobile network operators accelerates the rise of mobile broadband and LTE, the upcoming countries in Asia, Africa, and the Middle East are getting access to higher quality mobile network, which is resulting in the increase in the usage of internet for video streaming and hence the usage of OTT media services.

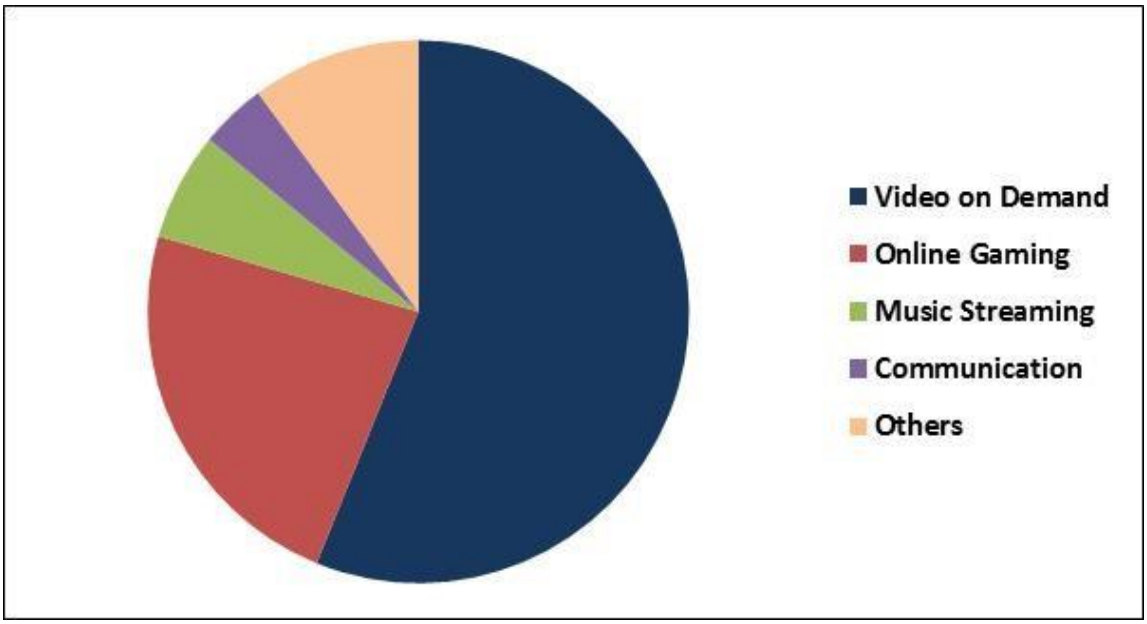

Figure 2: Over the Top (OTT) Services Market Share

Old-school media establishment which had controlled vast records of heritage television content and movies strengthen and speed up their further development by enhancing Over-The-Top streaming platform inspired models. Almost all of the pay-Television providers have started providing separate OTT-based services through subscription. Some of successful examples of affordable priced and stand-alone services in US are Sling TV and DirecTV of Dish. In most of the markets in Europe, including the Germany, UK, Austria and Italy, Sky has introduced OTT services as users made thorough activities to spend for finest content. Over-The-Top players introduced "freemium" methods which give accessible ingress for chosen class of entertainment activities to attract untapped consumers also having high valued contents and services to consumers or subscribers to increase mean revenue per user. The free of charge service industry architecture which is financially supported by advertisement through platform is a tough suggestion, examined in view of worldwide influencers of digital music providers like 1.iHeartRadio, 2.Spotify, and 3.Pandora . The market can be segmented into three which are Subscription-Based, Advertising-Based and Transaction-Based, according to the Monetization Model. According to the Service Vertical, the market can be divided into Education & Learning, Gaming, Media & Entertainment and Others. On the basis of streaming device, the market is further divided into Tablets, Laptops, Desktops, Smartphones and Gaming Consoles. On the basis of Regions, the segmentation can be done as 1.America, 2.European countries, 3.Asian countries, 4.Middle East & 5.African countries . The key plan followed by the participants in the market are Partnerships & Collaborations and product launches. On the basis of the Analysis accessible, some early adapters in the Over the Top (OTT) Services Market are Microsoft Corporation, Google Apple Inc. etc. The marketing research study includes the study of associates of the market. Major organizations included in the research report are The Walt Disney Company, Tencent Ltd., and Roku, Twitter, Microsoft Corporation, Google, Amazon, Apple, Facebook, Netflix etc.

New Strategies introduced in Over the Top (OTT) Services Market

- Jan-2020: Rok - partnership - Vevo for collected music video channels. Which include Vevo's Country, EDM, Pop and Classic Rock.
- Dec-2019: Google Nest-Booking.com, making it easier for any traveller and host to explore the world. They aim for a flawless connecting setup for the travellers and hosts,
- Nov-2019 : Amazon - RedBus, to launch a bus ticket booking service . RedBus's various features, live tracking of buses during journey, ratings by customers, and other important informations are now accessible for Amazon's customers as well.
- Nov-2019: Amazon and BookMyShow partnership, through this partnership, powered by Bookmyshow, Amazon customers will get access to buy tickets for movies and shows from its own app. This partnership aim was to make Amazon comprehensive platform which is single destiny for all the online customer dealings.
- Nov-2019: Apple - partnership - PlayNetwork. This partnership was aimed to play music at retail stores. The businesses can join to Apple Music and will be premised to get the licensed music to play in the retail locations with Apple providing handpicked playlists.
- Nov-2019: Tencent partnership with Symphony, "a secure cloud-collaboration provider for global markets". The major goal of this partnership was to enable Symphony's huge community base of market professional and Wexian platform also known as Wechat outside of Mainland China to connect with each other's platform.
- Oct-2019: Netflix collaboration with Doppio Games, a "conversational game company". The venture main goal was to start creating games based on original series of Netflix. The first collaborated game was 3% challenge, based on Netflix critically acclaimed original series 3%. It is multiplayer, voice controlled, entrainment game which also act as prequel to 3% show.

- Sep-2019 : Netflix - Canal Plus Group, “a film, and television studio company based in France”. The partnership provided Canal Plus Cine series subscriber access to Netflix streaming services bundled with existing premium channel subscription under one common subscription as Canal Plus Bundles.
- Sep-2019 : Microsoft – collaboration - SK Telecom, “a telecommunications operator (wireless).” The partnership prime motive was to provide SK telecom 5G internet service for xCloud of Apple (which is cloud based gaming platform to users in Korea). The smooth internet connectivity with 5G service was aimed at enabling gamers to play games on mobile device.
- Aug-2019: Apple partnered with car maker Porsche, the collaboration brought in services of Apple music streaming in Porsche Taycan electric car. This help existing user of Apple music subscribers who own Taycan to stream musice through apple platform in Taycan car easily without interruption.
- Jul-2019: Tencent partnership with NBA for all coverage, streaming, merchandising of NBA games and its distribution in the China.
- Jul-2019: Tencent partnership with Baidu to create a new video on demand premium streaming service. Those who subscribe to service were given access to WeTV service owned by Tencent and iQIYI owned by Baidu .
- May-2019 : Microsoft announced that they will team up with the global players Sony to develop cloud solutions with a future vision for game services and content streaming services.

Indian Overview:

Boston Consulting Group in its reports have clarified that by 2023, over-the-top (OTT) industry will reach its peak by touching valuation of $5 billion market value. As suggested by BCG, the growth will be fuelled by key drivers that are currently witnessed in Indian market. It includes increase in data consumption due to affordable rates by broadband as well as mobile service providers, further penetration of smartphone users in rural India with decreasing prices due to competition improving standard of living and habit of adopting various services through the geographic and demographic variables. The Over-The-Top streaming service market is at its growing rapidly now in India, as suggested by above mentioned report. The market is new and the chances of growth for various platform is very high and they can utilises various architecture to engage customers such as subscription-based-models, advertising-based-models, and transactions-based-models. “There are around 30 OTT apps and the researches shows that over 80% does not use more than 3 apps, so flouting from the mess becomes the biggest challenge. But what we are seeing is that consumers are lapping up the medium and, while India being a price-sensitive market, many consumers are willing to pay for value,” said Kanchan Samtani, partner & director at BCG. Even as the market is largely advertising-led, by 2023 we are expecting 40-50 million paying subscribers, Samtani said. It is clear that the rural population of India will be consuming OTT platforms a lot. The studies say that 48% of Internet users of India which is about 650 million by 2023 will be from rural areas. With the increase in the accessibility of mobile and internet services in the tier-3 and tier-4 cities and the rural areas, there ill a huge number of consumers of OTT who were not even exposed to TV contents. Also with the development of contents by the OTT which are regional based attracts a bigger audience to the platform and it opened a major opportunity for the market. It is resulting in the new waves of trend or increased consumption of internet which ultimately is going to benefit the niche/regional contents created by the OTT providers.

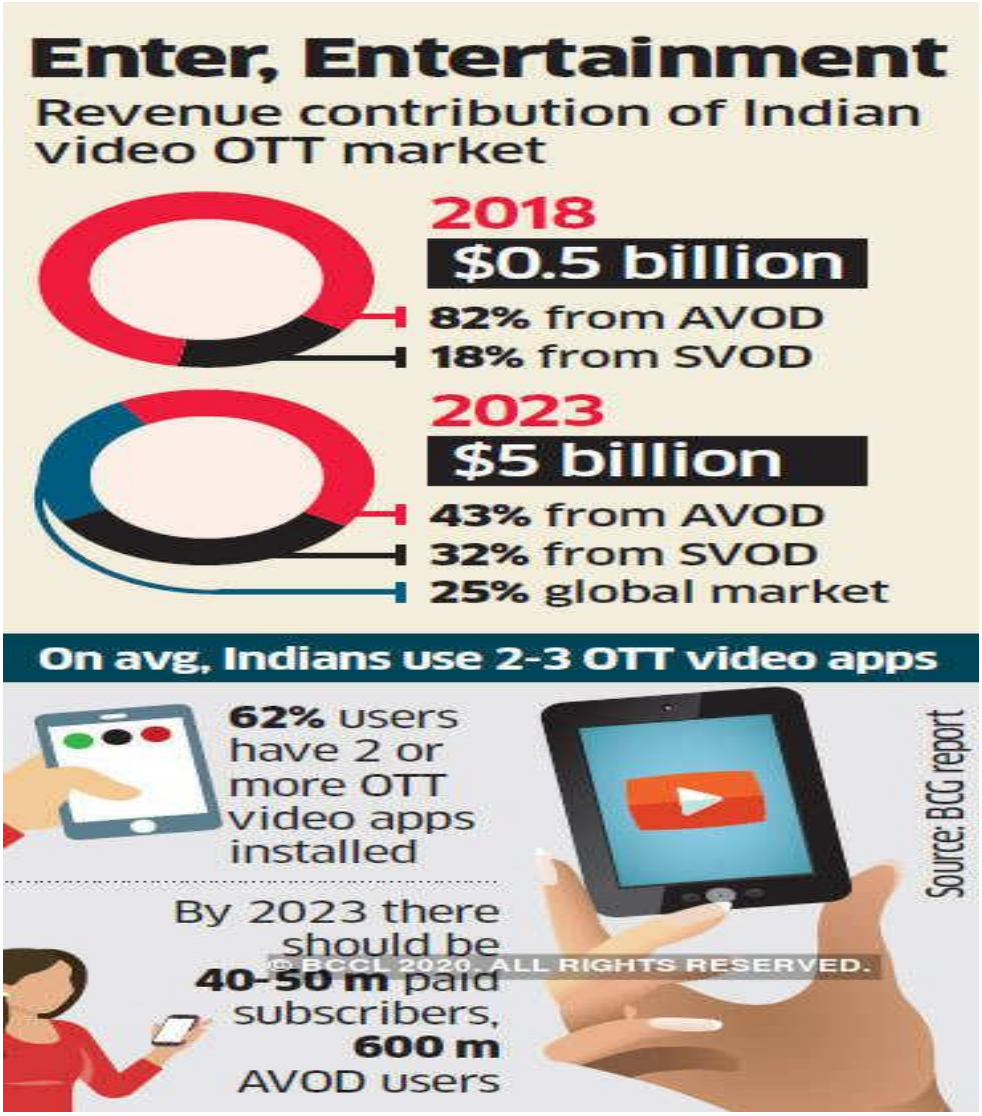

Figure 3: Revenue contribution and average use (source: BCG report)

The 'Over the top' (OTT) video using up in India has increasingly changed over the last year, because of the advancements in different digital platforms and platforms which put a lot of effort in creating content for consumers at the exact point in which they will be satisfied about the value."Market potential Growing internet penetration and data consumption is likely to help increase digital advertisement spends in India at 30.8 per cent CAGR between 2016 and 2021 with mobile advertisement spends and social media aided digital video advertisement spends expected to develop at 50.9 per cent and 40 per cent CAGR between 2016 and 2021 respectively" the KPMG report says. The OTT platforms in India had become notable by the following major factors, in which both the potential success of platforms as well as growth of the segment are benefited together. The launch of 4G services by Reliance Jio in 2016 and following launches by other players in the market too was a

point in India’s story of data inflection. This lead almost all telecom providers to provide huge offers and reduction in price of data and also it became the prime responsibility to provide quality services. Along with that other policies by Government of India such as 'Digital India' initiative, leads to the increased customer base of smartphone user, also increased penetration of internet in rural market and the method of payment via digital means and transaction also increased the market for telecom industry to be active in rural areas also. Because of the affordable smartphones in the market and affordable price for the data resulted in the consumption of data more for the video streaming is also predicted to rise exponentially in upcoming time. When a user watches videos on his/her mobile phone via an OTT platform, they know very little that the whole digital framework based architecture that is arranged in accordance to make sure platform data load uninterruptedly and make the content time worthy. The key factor which influence the success in the competitive OTT market and also which decides the OTT providers of today is this internal infrastructure. The acceptance of digital network has developed from confrontation and abruption towards mass acceptance by the general public. Victory in this digitally enhanced world is dependent upon various variable like time variable towards market, experience of user and the determination to innovate rapidly over the time and transform alongside appropriate improvements having around environment. This mandates OTT streaming platforms to understand and implement digitally enhanced answers including techniques to forecast, control and answer to consumer’s behaviour.

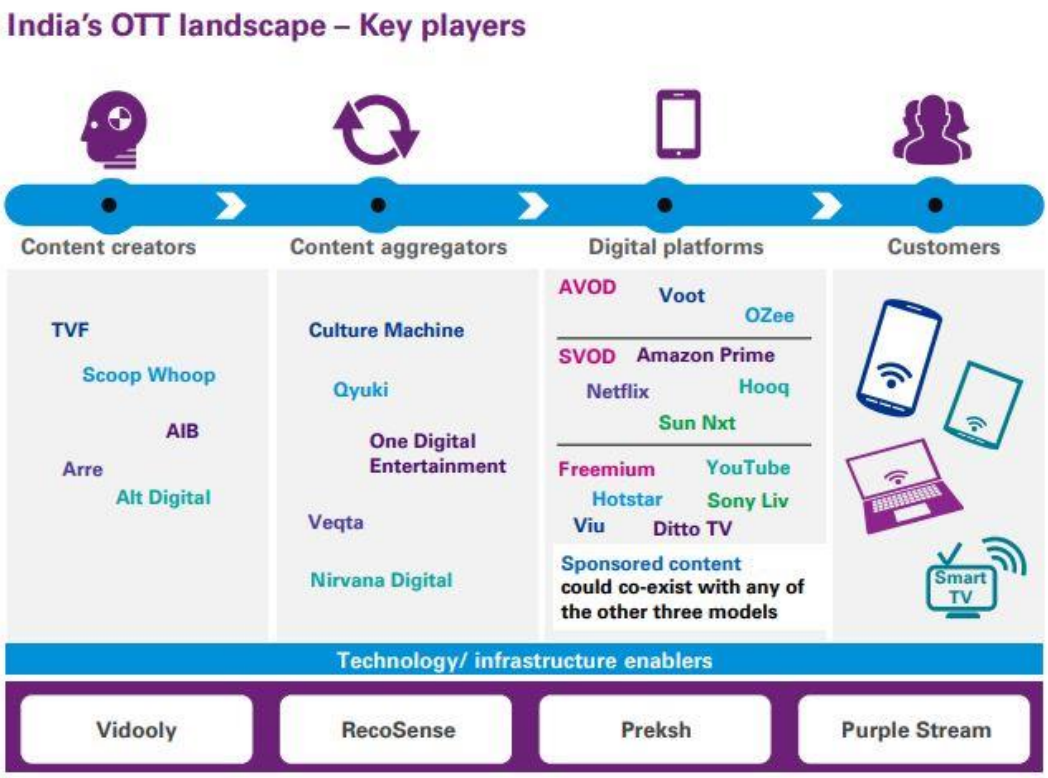

Figure 4: India's OTT landscape and key players (source: KPMG report)

India is currently in the middle of a data utilization boom backed by increasing and improving digital architecture.

- The commence of Reliance Jio in September 2016 has been a turning point, which affected the telecom data background & drastically contributed to the escalation of internet usage and infiltration.
- The government continues to take efforts to reach its long-term objective of creating a digital economy with importance on mobile governance all the way through the ongoing 'Digital India' and 'Smart Cities' initiative together with the ever-present Aadhaar as the supporting structure for identity.
- Also serious long haul start is progression of the digitally supported payments architecture, based upon increasing frequency of mobile wallets usage, Bharat Interface for Money (BHIM), Unified Payments Interface (UPI) in adding up to the traditional digital payment systems and structures. Demonetization of currency in November 2016 turned to be a important factor to improve digital0payments into the day to day life of publics.

MAJOR PLAYERS IN THE MARKET

1. NETFLIX

Los Gatos, California based Netflix is one of the world's most popular OTT streaming platform which is involved in production and digital distribution of various content around the world. Reed Hastings and Marc Randolph, founder of Netflix envisioned a company and give it its current form. The model of Netflix is the subscription based media providing service which offers a library of movies and TV shows and programs. They also have original contents which are produced by the company itself. According to the latest reports Netflix have 182 million subscriptions worldwide. The service of Netflix is available worldwide except in China, Syria, North Korea and Crimea. It have membership in the Motion Picture Association (MPA).

The initial stages of Netflix was through the business of DVDs and expanded it's business into streaming industry in 2010. Also it started streaming internationally in the same year only. By 2012 they started working on their own content creation and production. From the very first own production series House of Cards, now Netflix have a category called Netflix original in their online library with over 1500 hours of original series and films. Netflix is serving in 190 countries with revenue of $20 billion and net income of $1.9 billion. The current Chairman and CEO of Netflix is Reed Hashtings with 8600 employees throughout worldwide. And also Netflix is listed 197th rank in fortune 500 list.

2. AMAZON PRIME

Prime video which is also marketed as Amazon prime video is a US based VOD service provider. It's operated and owned by Amazon. It was launched in 2006 with headquarters in Seattle, Washington. It started in 2006 as Amazon Unbox and evolved into the current Amazon Prime. It launched worldwide on 2016 except in China, Cuba, Syria, North Korea and Iran. Amazon Prime provides movies, series, television programs and sports related contents for the paid subscribers. Along with the subscription the user is getting access to the contents in the platform and many other extra facilities like free delivery of products from Amazon within 2 days. It is operating in more than 200 countries with 150 million subscribers worldwide. The revenue of Amazon prime is $14.17 billion as per the report of 2018. Jeff Bezos is the founder CEO and president of Amazon and Amazon Prime.

3. DISNEY PLUS HOTSTAR

Disney plus hotstar is a OTT streaming platform operated under the ownership of The Walt Disney media Company via its subsidiary DTCI. The main objective of Disney plus hostar was streaming contents produced by The Walt Disney Studios along with other media outlet owned by them. It includes Walt Disney Television, Marvel, National Geography, Star Wars, pixers etc and now they have producing original films series. The service is available in around 20 countries including India. The company was debuted in 2019 November in US, Canada and Netherland and expanded into other countries. It was extended into India on April 2020. Walt Disney via the merger with Fox was now owning Hotsar platform of streaming. They thus rebranded that platform as Disney+Hotstar. Within the short span of time the company have 50 million subscribers. In India Hotstar have 8 million paid subscribers and are widening their market share. They are planning to launch a new entertaining streaming service direct to consumer service, once it ends the current agreement with Netflix.

4. APPLE TV

Apple TV is another apple product line extension in term of streaming Platform. It is a digital streaming platform conceived by Apple Inc. It is basically a network appliance and a digital device that is used to receive several data for video and audio contents such as videos, music, video games, or display of other devices. It is a set-top box micro console. The first generation of Apple TV was launched in 2007 and now it is the 5th generation which was launched in 2017. It has the input accessibility for Apple magic keyboard, Apple wireless keyboard. Apple Remote, iPhones, Siri remote, iPad etc. It is estimated that 53 million units of Apple TV were sold worldwide, all the generations included. The manufacturer of Apple TV is Apple Inc. and has a contract with Foxconn and Pegatron.

5. ZEE 5

It is an Indian VOD website by Essel Group which is a subsidiary of Zee Entertainment. The Zee5 was started for the public in a variety of contents in 12 languages on 14th February 2018. The main focus was on regional language as well as English and Hindi as most audience use this language for streaming. The company is headquartered in Mumbai which serves in 190+ countries. The main services of Zee5 are content screening, Film production, Film distribution and television production. It is estimated to have 150+ million users worldwide. This is also a subscription based platform which provides a variety of content in various languages. The CEO of ZEE5 India is Tarun Katial. The platform has created a good number of audience by original content as well as re-run of content created for traditional television by essel group thus gripping audience from both dimension.

6. ALT BALAJI

Alt Balaji which is a wholly owned subsidiary of Balaji Television is an Indian VOD which is subscription based. It was launched on April 2017. Alt balaji is known with its rich original content and also other digital content. The founder of Alt Balaji is Ekta Kapoor. The company is headquartered in Mumbai, India. The major productions of Alt Balaji are Movies, Series etc. And the main services can have listed as Filmmaking and Video-on-demand. The website contains more than 250 hours of original content and more than 100 hours of kid's content. The contents are available in most of the Indian languages, mainly in Hindi, Gujarati, Punjabi, Tamil and so on. This is one of the cheapest subscription based website which is cost only 100 rupees for a 3-month subscription and rupees 300 for one year. And it's estimated that the website have 20-27 million subscribers.

7. VOOT

Voot is also an Indian subscription based VOD service. It was launched in 2016 with the language compatibility of English, Hindi, Kannada, Gujarati, Marathi, Bengali, Tamil and Telugu. It is headquartered at Mumbai. It provides services India and United Kingdom (In UK - through virgin media only). Viacom 18 is the owner of the company. The Voot includes programs from channel like MTV, Nickelodeon, Colors etc. The voot services were optional for registration but in 2020 they have introduced voot select, which is a paid subscription service in which you can watch original contents and variety of other contents which is not available in the normal voot platform. And there are also facilities like streaming the content one day before its actual streaming in TV for subscribed users. The voot have content of more than 35000 hours. Its estimated that voot have 55 million subscribers currently. Sudhanshu Vat who is the CEO of Viacom18 is the CEO of voot.

Literature Review:

There has been constant study to determine what factors are the determinants of people adopting a particular theory. This domain has always been a prime area of research as successful determination on this would lead to firm analysing those factor and creating a technology to disrupt the market.

Thus there has been various research in this category. The starting point can be traced back to **Diffusion of Innovation theory (Roger, 1960)**. The prime idea of this theory consider four elements in diffusion of technology, the innovation, channel of communication, social system and time. And Rogers stated that knowledge, decision, persuasion, decision, implementation and confirmation is diffusion process.

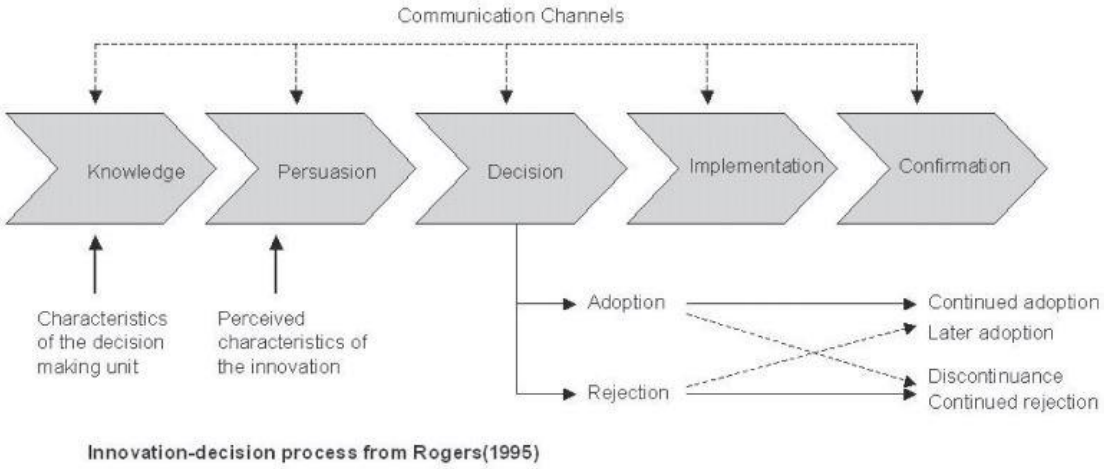

Figure 5: The Diffusion of Innovation Theory (Rogers, 1960)

Further research in domain, the technological acceptance model was introduced by **Fishben and Ajzen in 1975. Theory of Reason Action** proposes three main item namely behavioural Intention, Subjective norm, and attitude. As per TRA behaviour intention of person upon his attitude towards act and subjective norm. As defined in TRA, “attitudes are sum of beliefs about particular behaviour weighted by evaluation of those beliefs.”

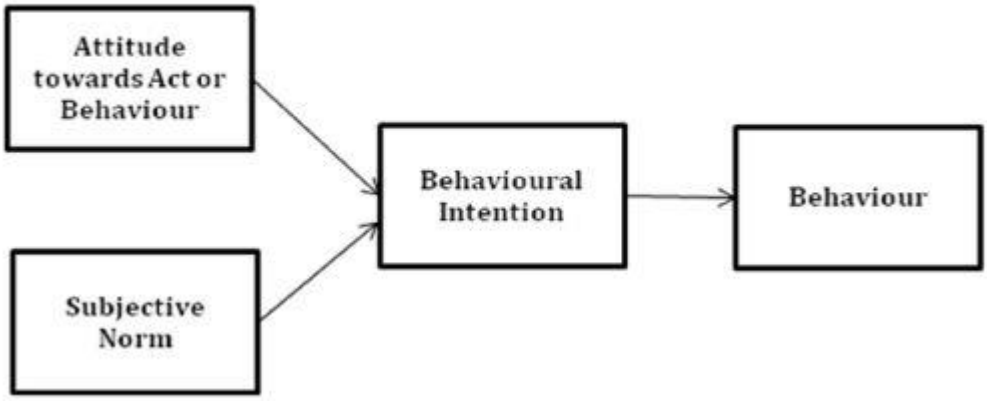

Figure 6: Theory of Reasoned Action, (Fishbein and Ajzen, 1975)

As defined in TRA, attitudes are summation of beliefs regarding particular behaviour weighted by evaluation of those beliefs. Also subjective norm has been defined as "influence of people and one's social environment on particular persons behavioural intention" And

Though at the time of its publishing, it was one of the most influential theory, later it was criticized.

Following this model Ajzen in 1991 developed another model regarding technology adoption following theory of reason action and termed it **Theory of Planned Behaviour.** He added another construct to already existing subjective norm and attitude namely perceived behaviour control. He describes self-efficacy determines people perception of ease or difficulty in performing behaviour which is of their interest.

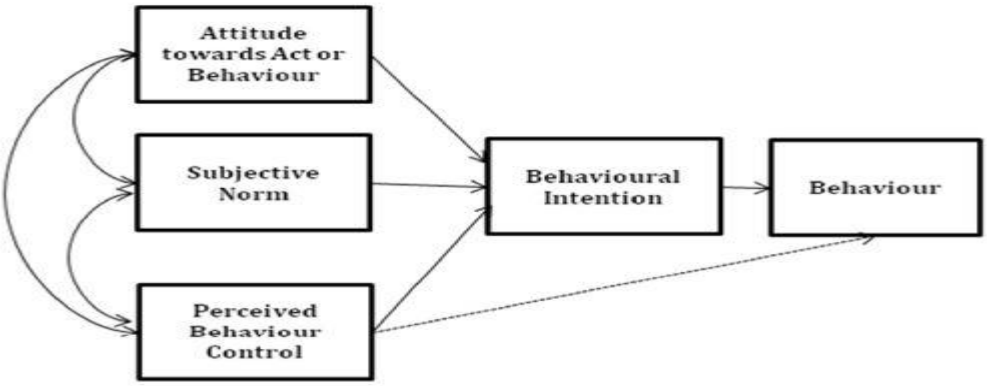

Figure 7: Theory of Planned Behaviour (Ajzen, 1991)

Another widely used theory similar to Theory of planned behaviour is **Decomposed theory of planed behaviour by Taylor and Todd 1995.**

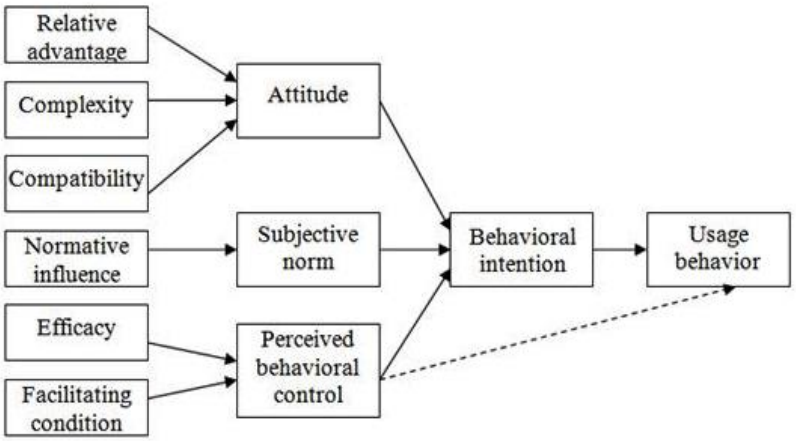

Figure 8: Decomposed theory of Planned Behaviour (Taylor and Todd 1995)

It is further elaboration from the earlier theory which suggest planned behaviour through attitude, behaviour control and subjective norm. In this model Attitude, behaviour control and subjective norm is further described using 6 different constructs namely Relative advantage, complexity and compatibility for attitude, similarly Normative influence for subjective norm and efficacy and facilitating condition for perceived behavioural control.

The most widely used model in study of technology adoption has been **Technical Adoption Model by Fred D Davis 1989.** TAM is based on two construct only namely Perceived Usefulness and Perceived ease of use. As described in theory, perceived usefulness is decided by belief of an individual that technology may improve their overall performance. And dependence perceived ease of use is upon individual's conviction that using a particular technology would get rid of tedious labour.

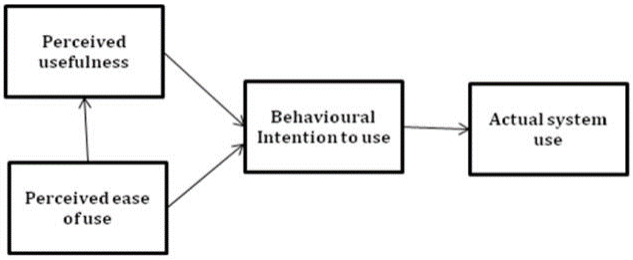

Figure 9: Technology Adoption Model (Davis, 1989)

TAM model is helpful in suggesting what are factors that influence decision whenever a person is presented with new technology.

TAM at first was tested in adoption of email service in Canada. TAM then become one of the major model over the year. King and He (2006) found that TAM is perfect model that can be used in various domain easily by meta-analysis of TAM model. But as pointed by **Dwivedi et al (2010)** in his article, in comparison between TAM and UTAUT (Venkatesh et al 2003) pointed, focus of peers are shfting from TAM model to UTAUT model. Though relevance of TAM cannot be downsized as it is the foundation for further research and models.

Thompson in is research paper in **1991 gave The model of PC Utilization.** The model was based on "Theory of Human Behaviour by Triandis (1977)" which is different form the "Theory of Reasoned Action" in some way as model of PC utilisation made a clear distinction between affective and cognitive aspect of attitudes.

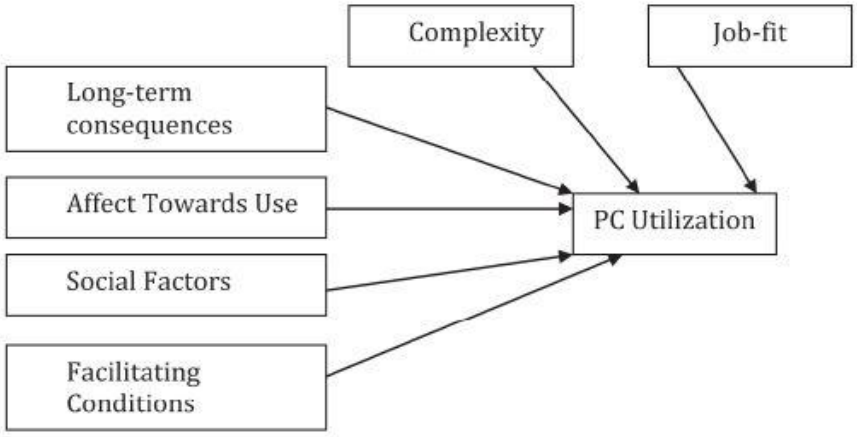

Figure 10: The Model of PC Utilization (Thompson et al. 1991)

According to this theory, behaviour is dictated by what individuals might want to do in particular mentality, what they figure they ought to do for example social standards, what they have typically done that is their propensities, and by the normal outcomes of their individual conduct. This theory principally manages level of usage of a PC by a respondent where the utilization isn't mandatory by the organization however is dependent upon the choice of the user. Thompson took above mentioned six construct such as specified in figure 10 to explain his model and run the test.

Venkatesh & Davis in 2000 improved their TAM model to incorporate extra key determinants to past TAM model's perceived usefulness and usage intention items in their new TAM model. The additional constructs as given by them have social influencing processes that have subjective norm, voluntariness and image as part of its component and cognitive instrumental processes which have items as specified in the figure 11.

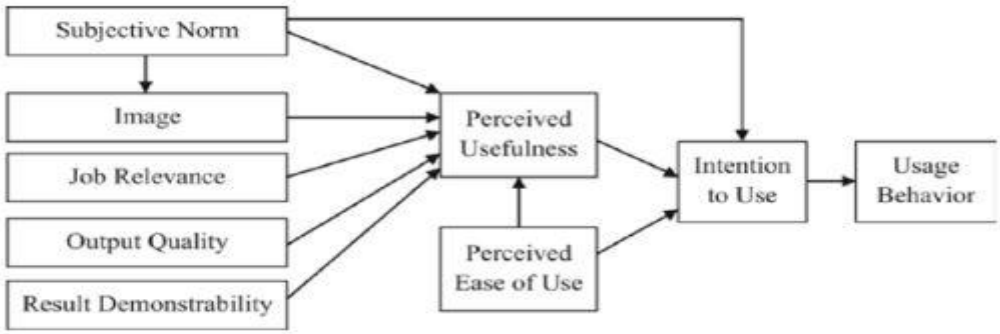

Figure 11: Extended Technical Adoption Model (Venkatesh & Davis, 2000)

The added factor in TAM 2 further help to elaborate and understand factors that person would consider before adopting the technology.

With further research Venkatesh in 2003 present new theory in technology adoption combing eight earlier theories such as TRA TAM, TAM2 to one single comprehensive theory and named it **Unified Theory of Acceptance and Use of Technolgogy(UTAUT**). UTAUT is intended to go about as an extensive model that can be applied over a scope of utilization and research that is planned for discovering innovation appropriation and components influencing such selection. UTAUT has four major constructs as given in figure 12.

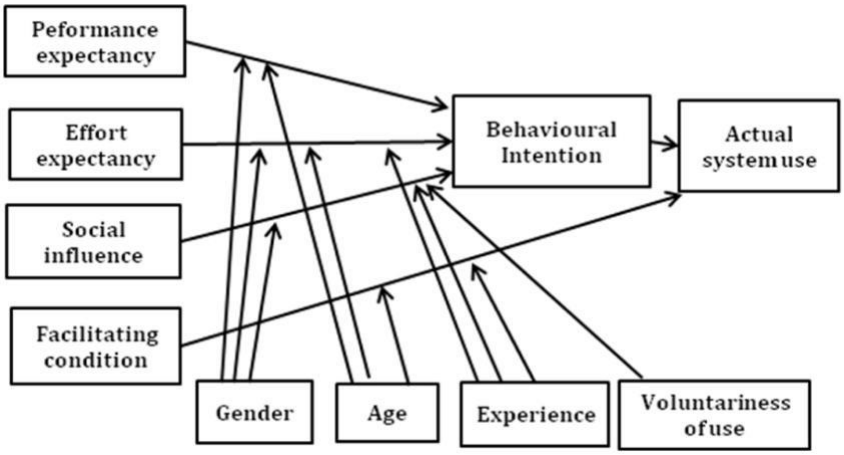

Figure 12: The UTAUT Model (Venkatesh et. al. 2003)

Each construct has been described further research paper along with root source of each construct and their moderator. Performance expectancy has been described as degree of gains in job performance as believed by person due to usage of technology or system. Effort expectancy has been defined as level of simplicity related with utilization of the innovation. Social Influence has been characterized as level of notable individual's discernment on utilization of new innovation by an individual as accepted by him. Whereas facilitating condition are defined as degree of infrastructure existence to help the utilization of innovation by distinctive individual as accepted by him.

Further theories have been evolved in this domain of factors affecting adoption of technology. Venatkesh himself in 2008 further added construct to make model more comprehensive.

Thus **underlying theory for our research has been UTAUT model** and we have added few construct to successfully analyse the factors that affect the adoption of OTT streaming platform. There has been number of papers on OTT streaming platforms adoption using the UTAUT model. But most model has not considered the perceived cost and Content availability as factor of OTT streaming platform adoption. Though there has been papers like Ufuk Cebeci et al. (2019) which closely describe for various factors like perceived usefulness and perceived ease of use but they haven't considered other factor that UTAUT described. From their study which shows knowledge about Netflix content has positive effect on intention to use. Also **Sujata Joshi (2015)** in her paper in Impact of OTT service on telecom service providers have written about this. She has stated that diverse and vast amount of content has driven adoption of OTT platform. It is additionally authenticated from the fact that 300 hours per minute of videos are uploaded in YouTube approximately. (YouTube Statistics, 2019). Also availability of regional content in OTT streaming platform have further helped in adoption. Thus we considered that content availability has positive effect on intention to use.

For another construct that we have taken additional to UTAUT model is Perceived cost. As cost of technology plays important role in adoption and more so in price conscious nation such as our we believed that perceived cost to have relation with the intention to use the technology thus adoption of technology. For relation of cost and adoption of technology **Dong and Fleischer (2009)** have written in their paper that cost of technology encourages technology usage as innovation in technology lowers the cost and thus helps in better usage and adoption. Further on similar note Sujata Joshi (2015) in her paper has written about cost and adoption of OTT platform. She stated that cost economies offered by OTT platform and general trade off versus traditional platform helps in adoption. Overall cost benefit provides preferring of OTT platform and thus increase in uptake. Hence we have taken hypothesis as positive relation between perceived cost and intention to use.

Perceived convenience have been significant construct of each model of technology adoption from era of Technology adoption model and is integral part of UTAUT as well. Hence we also have included this in developing our research model. Ufuk Cebeci et al. 2019 has done similar study on OTT platform leader Netflix. He has observed that there exists a relation between ease of use that is convenience and usage intention which is positive for the Netflix. Lin et al. 2017 has also describe the perceived convince role in intention to adopt technology. As this has been central construct through several model in adoption of technology we have added this as one of our construct to see the adoption of OTT streaming platform in India.

Primary study regarding adoption of new technology has always been innovative feature. As shown earlier studies from the time of **Rogers (1975)** to Venkatesh UTAUT model. But in context of streaming service feature that it provides when compared to traditional medium does have role in adoption is tried to find using this research. As suggested by Rogers in his studies innovation leads to adoption thus innovative features also leads to adoption. Further **Sujata Joshi** have strengthened this in her paper in 2015 with her analysis that better feature provided by OTT voice and messaging platform like skype have led to adoption of technology. Thus on similar note we have designed our hypothesis with assumption that feature has positive influence on usage intention.

Perceived enjoyment is a characterized as major characteristic inspiration that indicates the degree to which fun/enjoyment can be gotten from utilizing the innovation/technology. Perceived enjoyment as factor for adoption has been used in various studies that are based on TAM and UTAUT models. As suggested by **Yuanfang Song 2009** in his paper “In adoption of new technology, the enjoyment as perceived by user has positive effect.” Also effect of perceived enjoyment on technological usage was confirmed and studied in a previous study such as **Sánchez-Prieto et al., 2016**. Thus we have taken perceived enjoyment to have positive relation with usage intention of the OTT streaming platform.

Subjective norm as described before is impact of individuals by social condition on his conductive expectation, the convictions of individuals weighted by significance of credits to every one of their social assessment that will impact individual behavioural intetntion. Almost all the studies that have adopted the **Theory of Reason Action model** as given by **Fishben and Ajzen in 1975** and subsequent studies have taken

subjective norm as a factor to determine the adoption of technology. As stated in such studies, we have taken the subjective norm to have positive effect on intention to use.

Moore and Benbasat (1991) defined Image as " how much utilization of an advancement is seen to upgrade one's position or status in one's social framework" The have provided in their paper about using likert scale to test act of image in the adoption of technology. Venkatesh has thus used this as reference for construct in his model. Thus we have also used this to test our research. Other study has shown that image has influence on adoption of any technology in positive manner.

Security can be characterized as the safeguard of either information or frameworks from unsanctioned interruptions or surges that may especially hurt the platform. While using any online technology people might be wary of such intrusion. As given in UTAUT model itself, security and usage intention has positive association. Also similar study on this regards such as Younes Lafraxo et al. (2014), Nawaf Alharbi, et al. (2014). Thus we have taken security to have positive impact on usage intention.

The removed and indifferent nature of the online condition make a vulnerability in the psyches of purchaser. Also, such verifiable vulnerability of utilizing a worldwide open foundation for exchanges as well as normal use have rendered risk an inevitable factor in OTT streaming platform. As quoted by **Bensaou, M., and Venkatraman(1996)**, two types of vulnerability are normally present in online exchanges: uncertainty related to behaviour and uncertainty related to environment. Also perceived risk has also been covered by Venkatesh on UTAUT model in detail. Thus from the earlier studies based on UTAUT model such as given by Ji-Hwan Lee et al. 2010, Paul A. Pavlou (2014) we have taken perceived risk to be negative in relation to intention to use.

Thus in this study we have used various construct of UTAUT model given by Venkatesh et al. 2008 along with additional construct to see the impact of factor on the adoption of streaming platform in India.

Research Methodology

1. Nature and Scope of the study:

This study has been carried out to understand perception of consumer in India about adoption of OTT streaming platforms. In carry out study we have primarily focused on UTAUT model as our foundation and created a research model and hypothesis based on it along with other construct that have been implemented on similar research as pointed out in literature review.

The major focus has been to follow up research process ad pointed out below so that error can be minimised to find the best result and suggest the finding.

The research process in this regards is listed below:

Figure 13: Research Process

As stated earlier the prime purpose of this study is to know what are the major factors that influence adoption of OTT Streaming platform in India. As there is rise in consumption of content via OTT streaming platform, the study to understand the factors that are enablers and inhibitors in adoption of OTT streaming platform.

The study will help thus divide the factors of adoption under UTAUT model into enablers and inhibitors and thus help OTT streaming platforms to decide which factors to give major priority in order to help further adoption of service and creation of potential customers.

2. Research Model and Hypothesis:

Formulation of hypothesis is done using UTAUT model combined with research model of the study. The construct include in the studies are Perceived cost, content availability, perceived convenience, feature, subjective norm, perceived enjoyment, image, security, perceived risk. These factors have been measured alongside intention to use the OTT streaming.

The research model thus formulated is as below:

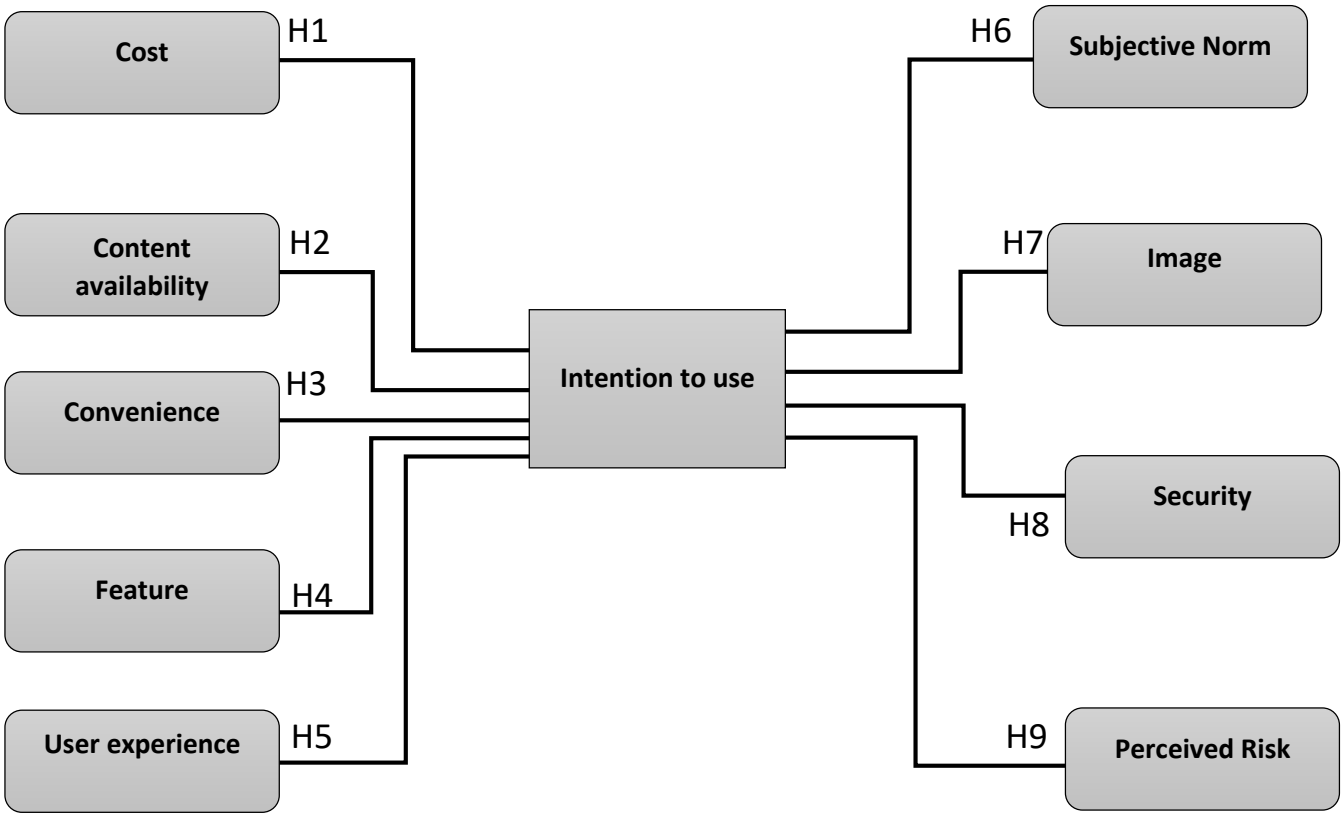

Figure 14: Research Model

2.1 Research Hypothesis:

Each construct taken in hypothesis have been adopted from UTAUT or similar studies and have been explained in literature review. The relationship described in the hypothesis are proven from earlier studies thus in order to analyse the enablers and inhibitors we have formulated below mentioned hypothesis.

H1: There is positive relation between perceived cost of platform and intention to use.

It means that if cost of OTT streaming platform perceived by customer is reasonable then he/she will adopt the OTT streaming platform.

H2: There is positive relation between Content availability and intention to use.

If content availability refers to content that OTT platform are giving to consumers and might be exclusive, diverse and personalized. If the content availability is high, then intention to use OTT streaming service will also be high.

H3: There is positive relation between Convenience and intention to use.

Convenience or Perceived ease of use lead consumer to believe that platform is easy to use and then bear positive relation with intention to use.

H4: There is relation between Feature and intention to use.

Features here means innovative means adopted by OTT streaming platform. If customer feels the feature of OTT platform is high, then the intention to use will also be high.

H5: There is positive relation between Perceived Enjoyment and intention to use.

It means that if person feels that he is enjoying the usage of OTT streaming platform, he would adopt the OTT streaming service.

H6: There is positive relation between Subjective norm and intention to use.

If people feels that people around him/her who have influence on them thinks he/she should use the OTT streaming platform, then they will intend to use the platform.

H7: There is positive relation between Image and intention to use.

If using a device is creating good image for a person, there is higher chance of intending to use the OTT streaming platform.

H8: There is positive relation between Security and intention to use.

If OTT platform is secured, then chance of use is high.

H9: There is negative relation between Perceived Risk and intention to use.If person feels that there is risk in using device, he/she will not use the device.

3. Data Collection:

Primary data was collected from Delhi NCR using questionnaire. The questionnaire consists of 22 questions primarily addressing the research model.

We used Google form online survey platform to collect the data as this is the most used platform for data collection used. Questionnaire were floated to respondent through email and WhatsApp.

The most important factor for the requirement has been considered as User of the OTT streaming platform as we want to understand the factors that has enabled and disable the users to adopt the OTT streaming platform. For this regards we have only taken data of those respondent that are user or have ever used the streaming platform for this study.

The sample size for the study conducted was of 253 respondents.

Apart from demographics other questions were asked in **7-point Likert** scale as done over similar studies around the globe.

The demographics of the study is given below:

3.1 Age:

Through the collected data we can see that primary responders belong to 21-25 category which amount for 77% of total respondents. This is because we wanted to capture data of millennials as they are the most prominent category in adoption of technology research.

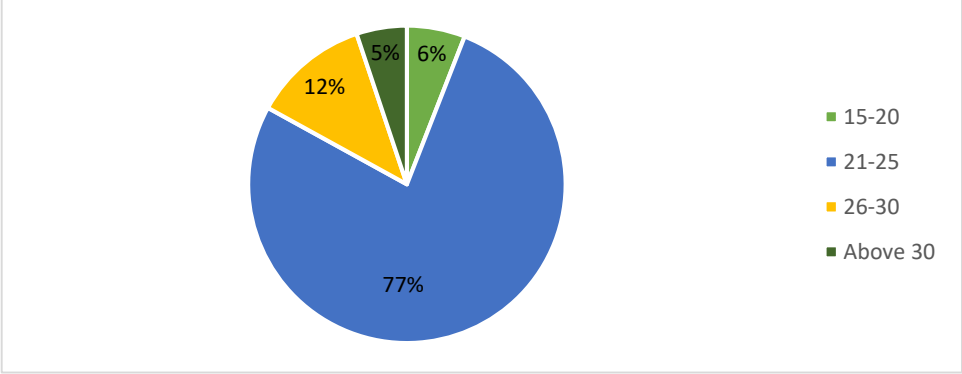

Figure 15: Age

3.2 Gender:

As no restriction was placed on gender, out of 253 respondents 147 were male. Also 137 were female user of OTT streaming platform. Also 3 respondent didn't prefer to specify their gender.

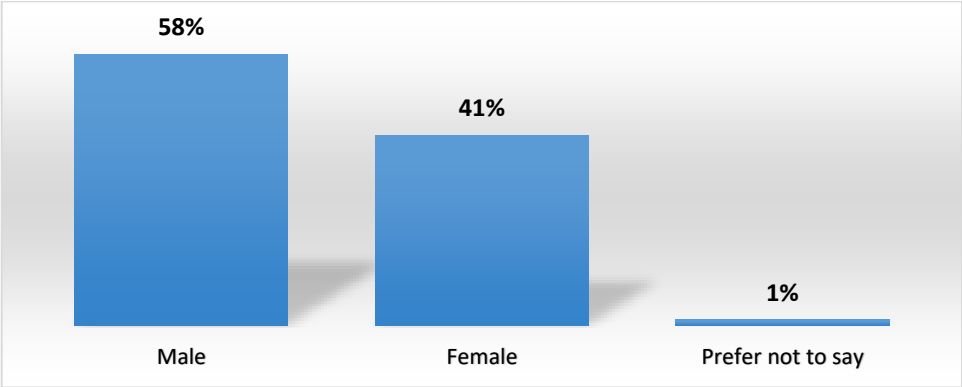

Figure 16: Gender

3.3 Living situation of Respondent:

The living situation help us to understand how the respondent are living. The aim was to determine the habit of people in consumption related to living situation as described later on.

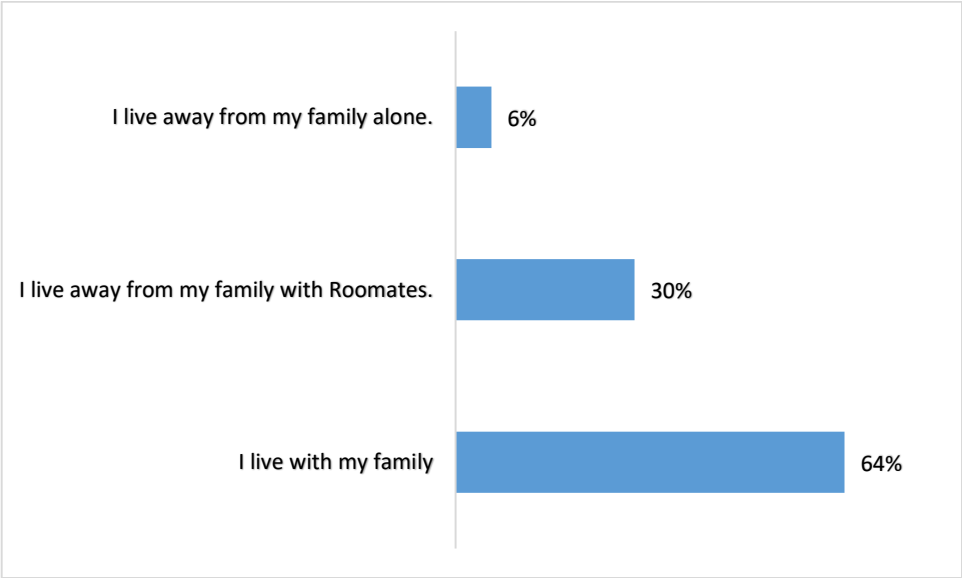

Figure 17: Living situation

3.4 Connection used for OTT Streaming platform:

One of the must need infrastructure for OTT streaming platform is device and connectivity of internet. As the penetration of mobile internet due to its decreased cost has increased, usage of OTT streaming platform has been increased as per research. Hence we tried to figure out what is most common medium for streaming OTT service.

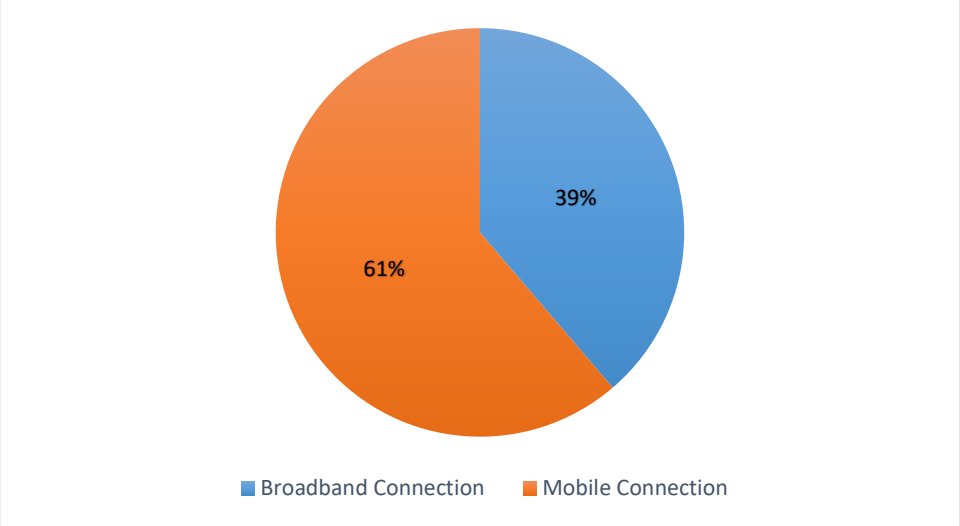

Figure 18: Connection Used

3.5 Device:

Along with connectivity another important requirement is availability of device. For this we have given most common available device as construct. It includes smartphone, laptop, smart television likes of Android TV, smart box like fire TV, and Tablet as well as option for other device. We observed that our respondents were mostly using **smartphone to stream OTT service i.e. 74%.**

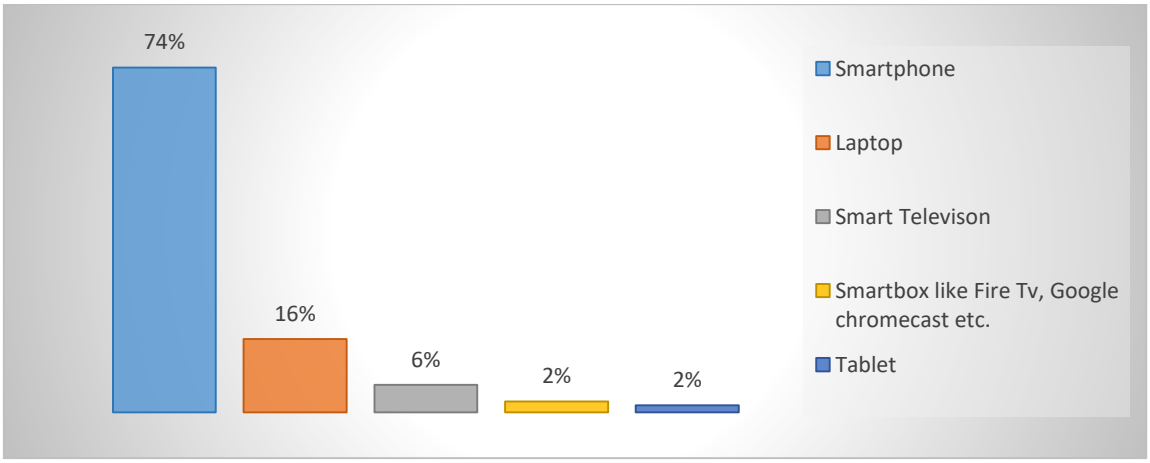

Figure 19: Device Used

3.6 Users of OTT streaming platform brands:

We asked respondent about all the brands of OTT streaming platform that they are using. We took most used brand that are available from existing data along with option to include any brands apart from the given. As given below following are the percentage of respondent using a brand out of total respondent. Apart from below few respondent also use brands such as Sony LIV, Airtel TV, We TV, TVF play, to name few.

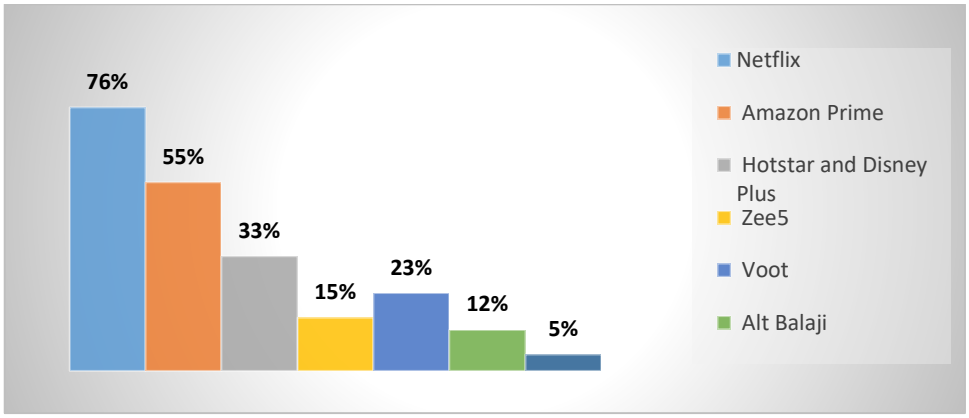

Figure 20: Ever Used brand of OTT streaming platform

3.7 Most often used OTT streaming brands:

Out of the brands they have ever used, we tried to find out which is the most often used brand. This will help us to determine the market leader among the sample size level. And as per our study we can say that Netflix is market leader with 44% users and closely followed by 31%.

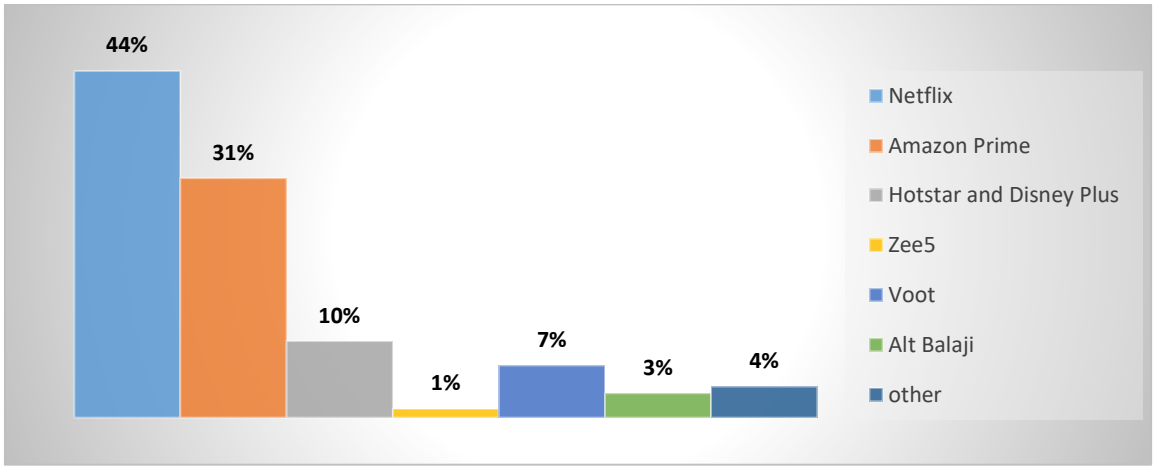

Figure 21: Most used brand of OTT streaming platform

3.8 Duration of OTT streaming platform usage

We tried to see through this construct the duration of OTT streaming platform usage by the respondent. This help us to understand the nature of association that respondent have with OTT streaming platform. From here we can see that 53% of respondent is using OTT streaming platform more than one year.

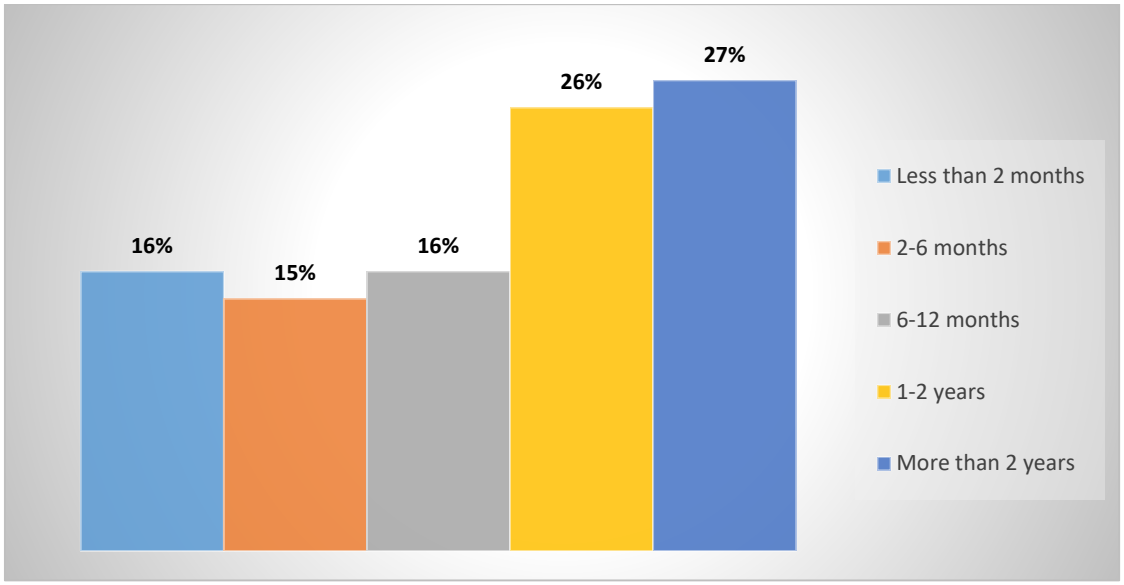

Figure 22: Duration of OTT streaming platform usage

3.9 Time spend on platform each day:

Another construct that is important in behavioural understanding of OTT streaming platform is usage per day. This help us to understand the engagement level of OTT streaming platform and thus overall behaviour.

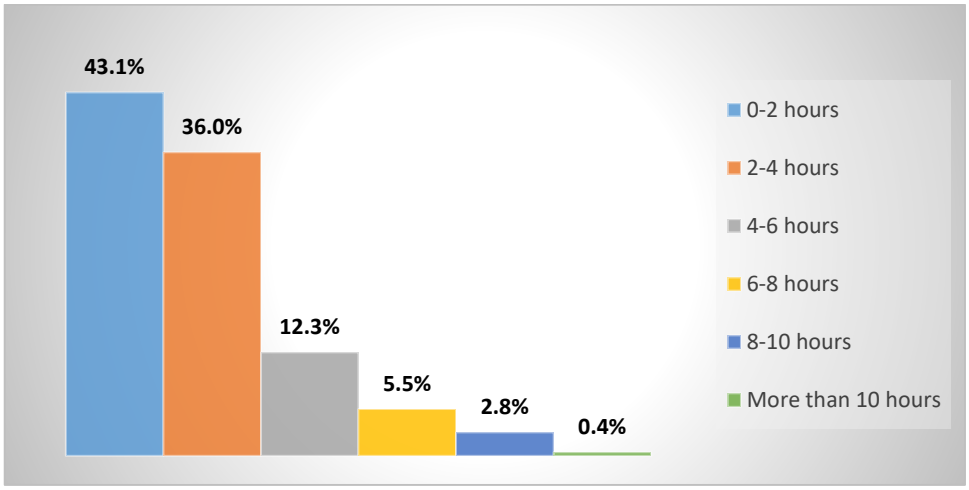

Figure 23: Time spend on platform each day

Data Analysis

1 Analysis of demographics data:

I. Age and Hour spend per day:

As we can see from the table below, the maximum number of respondent belonging to 21-25 age bracket uses OTT streaming platform for 0-2 hours hence can be termed as light users. Also We can observe that increasing age bracket has hour spend per day is decreasing.

Hour spend per day	15-20	21-25	26-30	Above 30	Grand Total
0-2 hours	2.0%	33.6%	6.3%	1.2%	43.1%
2-4 hours	3.2%	26.5%	3.6%	2.8%	36.0%
4-6 hours	0.8%	9.9%	0.8%	0.8%	12.3%
6-8 hours		4.3%	0.8%	0.4%	5.5%
8-10 hours		2.4%	0.4%		2.8%
More than 10 hours		0.4%			0.4%
Grand Total	5.9%	77.1%	11.9%	5.1%	253

Table 1: Age and Hour spend per day

II. Gender and Hour spend per day:

Maximum number of male users were mostly light users i.e. less than 2 hours same goes for female as they are also light users.

Hour spend per day	Female	Male	Prefer not to say	Grand Total
0-2 hours	16.2%	26.1%	0.8%	43.1%
2-4 hours	13.8%	22.1%		36.0%
4-6 hours	7.1%	4.7%	0.4%	12.3%
6-8 hours	2.0%	3.6%		5.5%
8-10 hours	1.2%	1.6%		2.8%
More than 10 hours	0.4%	0.0%		0.4%
Grand Total	**40.7%**	**58.1%**	**1.2%**	**100.0%**

Table 2: Gender and Hour spend per day

III. Age and duration of usage

From the table we can see that 20.6% user of OTT platform belonging to 21-25 category has been using OTT streaming platform for 1-2 year. Closely followed by more than two years by 20.2%. So we can see that most of the respondent has been using the OTT streaming service for quiet number of time.

Duration of Usage	15-20	21-25	26-30	Above 30	Grand Total
Less than 2 months	1.6%	11.9%	2.4%	0.4%	16.2%
2-6 months	0.8%	12.6%	1.2%		14.6%
6-12 months	2.0%	11.9%	2.0%	0.4%	16.2%
1-2 years	1.2%	20.6%	2.8%	1.2%	25.7%
More than 2 years	0.4%	20.2%	3.6%	3.2%	27.3%
Grand Total	5.9%	77.1%	11.9%	5%	100%

Table 3: Age and duration of usage

IV Gender and duration of usage:

As we can see from the following table that in regarding gender majority of male are more than year old. But 18% of them have been using for OTT streaming platform 1-2 year. Similarly, in regards to female respondent, 12% have been using for more than 2 years.

Duration of Usage	Female	Male	Prefer not to say	Grand Total
Less than 2 months	6.7%	9.1%	0.4%	16.2%
2-6 months	6.3%	8.3%		14.6%
6-12 months	8.3%	7.5%	0.4%	16.2%
1-2 years	7.5%	18.2%		25.7%
More than 2 years	11.9%	15.0%	0.4%	27.3%
Grand Total	40.7%	58.1%	1.2%	100%

Table 4: Gender and duration of usage

V Living Situation and Hour spend per day:

This shows that when the respondents are with someone, they prefer to use OTT streaming platform for less hours as compared to when they are alone. As when respondents are with family, 29.6% say they use it for 0-2 hours and when they live with friends 10% say they use it for 0-2 hours per day.

Duration of Usage	Alone	With Roommates	With family	Grand Total
0-2 hours	1.6%	9.9%	29.6%	43.1%
2-4 hours	2.8%	8.3%	20.6%	36.0%
4-6 hours	1.6%	2.8%	7.9%	12.3%
6-8 hours		0.8%	3.6%	5.5%
8-10 hours			2.4%	2.8%
More than 10 hours			0%	0%
Grand Total	5.9%	21.7%	64.4%	100.0%

Table 5: Living situation and Hour spend per day

VI Connectivity and Hour spend per day:

From the table we can see that respondent using mobile connection use for less hour of OTT streaming than in Broadband connection.

Hour spend per day	Broadband Connection	Mobile Connection	Grand Total
0-2 hours	14.6%	28.5%	43.1%
2-4 hours	15.0%	20.9%	36.0%
4-6 hours	5.1%	7.1%	12.3%
6-8 hours	3.2%	2.4%	5.5%
8-10 hours	0.8%	2.0%	2.8%
More than 10 hours	0.0%	0.4%	0.4%
Grand Total	38.7%	61.3%	100.0%

Table 6: Connectivity and Hour spend per day

VII Device and Hour spend per day:

The result from cross tabulation shows that 34% of respondent using smartphone to access OTT streaming platform use it for 0-2 hours. But 7.1% of respondents which is maximum for use it for 2-4 hours.

Row Labels	Smartphone	Laptop	Smart TV	Smartbox.	Tablet	Grand Total
0-2 hours	34.0%	5.5%	2.0%	0.8%	0.8%	43.1%
2-4 hours	26.1%	7.1%	2.0%	0.4%	0.4%	36.0%
4-6 hours	8.3%	1.6%	1.2%	0.8%	0.4%	12.3%
6-8 hours	3.2%	1.2%	0.8%	0.4%		5.5%
8-10 hours	2.4%	0.4%				2.8%
More than 10 hours	0.4%					0.4%
Grand Total	74.3%	15.8%	5.9%	2.4%	1.6%	100.0%

Table 7: Device and Hour spend per day:

VIII Hour spend per day and Duration of Usage:

The data from research shows that the frequency of usage is almost similar irrespective of duration of usage. Only exception are respondents who have been using the OTT streaming service for 6-12 months, 7.9% such respondent use it for 2-4 hours.

Duration of Usage	Less than 2 months	2-6 months	6-12 months	1-2 years	More than 2 years	Grand Total
0-2 hours	8.3%	7.1%	4.0%	10.3%	13.4%	43.1%
2-4 hours	6.7%	4.7%	7.9%	8.7%	7.9%	36.0%
4-6 hours		1.6%	3.6%	4.3%	2.8%	12.3%
6-8 hours	0.4%	0.8%	0.4%	2.4%	1.6%	5.5%
8-10 hours	0.4%	0.4%	0.4%		1.6%	2.8%
More than 10 hours	0.4%					0.4%
Grand Total	16.2%	14.6%	16.2%	25.7%	27.3%	100.0%

Table 8: Hour spend per day and Duration of Usage:

2 Analysis of Hypothesis data:

Following measures have been applied for analysis of data:

- SPSS has been used for inferencing the research result.
- Reliability test was conducted using Cronbach's Alpha using SPSS
- Using SPSS linear Regression model was adopted to test hypothesis and coefficient of correlation. ANOVA (F-Distribution) is adopted for determining the relationship.

I. Reliability test:

Reliability test has been done using Cronbach's Alpha through SPSS. It is measure of internal consistency. And it shows "how closely related a set of items are as a group". The Alpha values and related internal consistency was given. As per the measure of Cronbach's Alpha any alpha value above 0.7 is acceptable.

Cronbach's alpha	Internal consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Table 9: Cronbach's Alpha

The following are the scores of our construct as per Cronbach's Alpha reliability test dine using SPSS.

Hypothesis	Factors with Usage Intention	Alpha Value
H1	Perceived Cost	0.803
H2	Content Availability	0.708
H3	Perceived Convenience	0.799
H4	Feature	0.714
H5	Perceived Enjoyment	0.751
H6	Subjective Norm	0.835
H7	Image	0.905
H8	Security	0.792
H9	Perceived Risk	0.854

Table 10: Research hypothesis Cronbach's Alpha Score

From the table above we can see that reliability score for all the construct are above 0.7 meaning the constructs are in acceptable internal consistency as per Cronbach's Alpha which require score for variable to be above 0.7 in order to be accepted.

If we look at the various independent variables, Image has highest internal consistency with 0.905 which is considered to be excellent. It is followed by Perceived risk which have 0.854, then the subjective norm has 0.835 score of internal consistency and perceived cost has score of 0.803 all of which is considered good score as per Cronbach's Alpha reliability score. Other construct falls among the 0.7 to 0.8 alpha value range meaning they have acceptable range of internal consistency.

II Hypothesis Testing:

As stated earlier linear regression model was implemented in order to test our hypothesis. The result summary of the hypothesis testing has been given in table no. 11. The regression was implemented in order to access the already established constructs relation with the intention to use as per various research papers and UTAUT model as stated earlier. The hypothesis thus formed was run on SPSS linear regression model to verify whether above mentioned constructs relationship hold true in adoption of OTT streaming platform.

Hypothesis	Factors with Usage Intention	Correlation	R^2
H1	Perceived Cost	NS	NS
H2	Content Availability	Positive	14.2
H3	Perceived Convenience	Positive	22.7
H4	Feature	Positive	13.9
H5	Perceived Enjoyment	Positive	34.4
H6	Subjective Norm	Positive	5.8
H7	Image	NS	NS
H8	Security	Positive	12.5
H9	Perceived Risk	NS	NS

Table 11: Result Summary of Hypothesis testing

Note: R^2 is in percentage.

Findings

Using the result obtained through SPSS linear regression model, we can find out which variable are significant in adoption of OTT streaming platform and which variables are not significant. As per the data summarized in table 11, the **not significant** variable in consideration to adoption of OTT streaming platform are Perceived cost, image and perceived risk.

But the variables that are **significant** in adoption of OTT streaming platform are Content availability, Perceived Convenience, Feature, Perceived Enjoyment, Subjective Norm and Security.

The significant variable helps us understand that sample of our research consider those variable as factor important in adoption of OTT streaming factors. As all significant variables are in positive relation to intention to use, all significant factors are **Enabler** in adoption of OTT streaming platform. Whereas, out of the taken variable in the study none of the significant variable turns out to be **Inhibitor** in adoption of OTT streaming platform.

Enabler for OTT streaming platform adoption
Content Availability
Perceived Convenience
Feature
Perceived Enjoyment
Subjective Norm
Security

Table 12: Enablers of OTT streaming platform adoption

If we look enablers in adoption of OTT streaming platform in descending order in terms of R^2, then we get,

Enablers	R^2
Perceived Enjoyment	**34.4**
Perceived Convenience	**22.7**
Content Availability	**14.2**
Feature	**13.9**
Security	**12.5**
Subjective Norm	**5.8**

Table 13: Enablers in OTT streaming platform and R^2

If we look at enabler of OTT streaming platform and their coefficient of determination, we can see at factors that expiation percentage of variation in dependent variable. As per that, the factor that explain most variation is perceived enjoyment. This explain that OTT streaming platform are seen as tool of enjoyment as they tend to help people in enjoyment, relaxing activities.

It is followed by perceived convenience, it shows the respondent find the platform easy to use as compared to traditional streaming media. Also, they can easily use the platform with little help.

It I followed by content availability. As the main reason for popularity as described by various articles and publishers is unique, exclusive and diverse genre of content. Thus, it plays an important role in adoption of OTT streaming platform.

After that is feature of the platform that makes it innovative and interesting. With increasing innovation in OTT streaming platform, more and more consumers are associating with OTT streaming platform.

Also, security plays a role in adoption of platform as secure, less risk and safe platform will generally lure more subscribers.

And finally subjective norms. As social influence always plays major role in adoption of technology, the OTT streaming platform also follows the norm.

Recommendation:

The result form the study can be very much relevant for the OTT streaming brands in order to formulate their strategy around which factors to give more weight and attention and which factors to give less priorities.

As per the data most important factors in adoption of OTT streaming is Perceived enjoyment. Which means that people see OTT streaming platform as means of enjoyment and entertainment. Thus brands must enrich experience of the consumers to deliver maximum enjoyment value and thus further increase rate of adoption.

Another major factor a per study is Perceived convenience. Organization pertaining to OTT streaming platform must try to formulate their platform user interface to give maximum convenience as possible. With high ease of use value, the adoption will further increase as low convenience may act as inhibitor for adoption in OTT streaming platform.

Content availability has also come out to be another variable that is important in adoption of technology. This means that, the users of OTT streaming platform wants exclusive, diverse and fruitful content. As OTT streaming platforms like Netflix, Amazon has been investing heavily in exclusive content, they are thus top preferred brands in our study. Content helps to create buzz about the platform and overall buzz leads to increase in adoption rate. Thus brands must focus on providing exclusive content, diverse genre, engaging stories to become successful enterprises.

Feature also have significant weightage as enabler in adoption of OTT streaming platform. Innovative features have led to platforms outperforming each other's and increase customer base. With exclusive features, the overall adoption increases. For example, Netflix multiple ending of Black mirror Bandersnatch, where multiple ending as per viewer choice was shown, also Netflix and Amazon's AI algorithm in suggesting next movies/series to watch are some features. As suggested by study, brands most also focus on creation and development of features which might assist in increasing adoption rate.

Also, OTT streaming platforms must focus on building comprehensive security measures for their platform. As there is always a risk associated with online activities such as data theft, hacking and leak of information, platforms must build measures to avoid such. As seen from various studies, any report of data breach has led to fall in overall users. Thus platform must focus on strong anti-data theft security measures.

As seen subjective norm also plays a role in adoption. Thus brands must associate with influencers and celebrities to create hype about their platform. Subsequent adoption by influencers will trigger a follow-up action as well as suggest by the study.

Limitation of the study:

1. Data has been primarily collected in Delhi NCR and Kerala. Thus generalizability of our result is a constraint. Hence More region need to be covered in order to infer about the overall consumer behaviour and adoption of OTT streaming platform in India.

2. Sample size is taken as 253 on the basis of similar studies. Study can be carried using larger sample size.

3. As this project work is cross-sectional research, the condition might not remain same in future based on which current data for study was collected.

4. Also major theoretical model used in this study i.e. UTATUT model is dynamic concept and may change over future with addition and subtraction of construct that will be used to evaluate the adoption of technologies.

Results

H1: Perceived Cost and Intention to Use

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.144[a]	.021	.017	.87113

a. Predictors: (Constant), mean_Perceived_Cost

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.044	1	4.044	5.329	.022[b]
	Residual	190.478	251	.759		
	Total	194.522	252			

a. Dependent Variable: mean_usage_intention

b. Predictors: (Constant), mean_Perceived_Cost

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.777	.265		17.996	.000
	mean_Perceived_Cost	.117	.051	.144	2.308	.022

a. Dependent Variable: mean_usage_intention

H2: Content Availability and Intention to Use

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.376[a]	.142	.138	.81564

a. Predictors: (Constant), mean_Content_availability

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.538	1	27.538	41.393	.000[b]
	Residual	166.984	251	.665		
	Total	194.522	252			

a. Dependent Variable: mean_usage_intention

b. Predictors: (Constant), mean_Content_availability

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.120	.355		8.799	.000
	mean_Content_availability	.409	.064	.376	6.434	.000

a. Dependent Variable: mean_usage_intention

H3: Perceived Convenience and Intention to Use

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.476[a]	.227	.224	.77416

a. Predictors: (Constant), mean_perceived_convenience

b. Dependent Variable: mean_usage_intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.092	1	44.092	73.571	.000[b]
	Residual	150.429	251	.599		
	Total	194.522	252			

a. Dependent Variable: mean_usage_intention

b. Predictors: (Constant), mean_perceived_convenience

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.787	.306		9.114	.000
	mean_perceived_convenience	.450	.052	.476	8.577	.000

a. Dependent Variable: mean_usage_intention

H4: Feature and Intention to use.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.373[a]	.139	.136	.81667

a. Predictors: (Constant), mean_feature

b. Dependent Variable: mean_usage_intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.117	1	27.117	40.659	.000[b]
	Residual	167.404	251	.667		
	Total	194.522	252			

a. Dependent Variable: mean_usage_intention

b. Predictors: (Constant), mean_feature

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.234	.340		9.512	.000
	mean_feature	.384	.060	.373	6.376	.000

a. Dependent Variable: mean_usage_intention

H5: Perceived Enjoyment and Intention to use.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586[a]	.344	.341	.71321

a. Predictors: (Constant), mean_perceived_enjoyment

b. Dependent Variable: mean_usage_intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.844	1	66.844	131.409	.000[b]
	Residual	127.677	251	.509		
	Total	194.522	252			

a. Dependent Variable: mean_usage_intention

b. Predictors: (Constant), mean_perceived_enjoyment

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.770	.318		5.570	.000
	mean_perceived_enjoyment	.654	.057	.586	11.463	.000

a. Dependent Variable: mean_usage_intention

H6: Subjective norm and intention to use.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.241[a]	.058	.055	.85430

a. Predictors: (Constant), mean_subjective_norm

b. Dependent Variable: mean_usage_intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.333	1	11.333	15.528	.000[b]
	Residual	183.189	251	.730		
	Total	194.522	252			

a. Dependent Variable: mean_usage_intention

b. Predictors: (Constant), mean_subjective_norm

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.450	.241		18.441	.000
	mean_subjective_norm	.185	.047	.241	3.941	.000

a. Dependent Variable: mean_usage_intention

H7: Image and intention to use.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.146[a]	.021	.017	.87091

a. Predictors: (Constant), mean_image

b. Dependent Variable: mean_usage_intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.142	1	4.142	5.461	.020[b]
	Residual	190.379	251	.758		
	Total	194.522	252			

a. Dependent Variable: mean_usage_intention

b. Predictors: (Constant), mean_image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.023	.161		31.171	.000
	mean_image	.081	.035	.146	2.337	.020

a. Dependent Variable: mean_usage_intention

H8: Security and intention to use.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.354[a]	.125	.122	.82348

a. Predictors: (Constant), mean_security

b. Dependent Variable: mean_usage_intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.314	1	24.314	35.856	.000[b]
	Residual	170.207	251	.678		
	Total	194.522	252			

a. Dependent Variable: mean_usage_intention

b. Predictors: (Constant), mean_security

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.696	.285		12.945	.000
	mean_security	.333	.056	.354	5.988	.000

a. Dependent Variable: mean_usage_intention

H9: Perceived Risk and intention to use.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.098[a]	.010	.006	.87611

a. Predictors: (Constant), mean_percived_risk

b. Dependent Variable: mean_usage_intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.861	1	1.861	2.425	.121[b]
	Residual	192.661	251	.768		
	Total	194.522	252			

a. Dependent Variable: mean_usage_intention

b. Predictors: (Constant), mean_percived_risk

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.027	.231		21.715	.000
	mean_percived_risk	.071	.046	.098	1.557	.121

a. Dependent Variable: mean_usage_intention

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Annexure

Consumer behavior and factors affecting adoption of OTT Streaming platforms.

OTT or Over the top streaming platform are video content provider where we can watch various Movies, Series and other content using internet. We are conducting a research on the consumer behavior and factors affecting the adoption of over-the-top streaming platforms that we so fondly use to kill time It . The data collected will only be used for the purpose and wont be shared.
Thank you
* Required

1. Email address *

Untitled section

2. 1. Name *

3. 2. Age *

Mark only one oval.

- 15-20
- 21-25
- 26-30
- Above 30

4. 3. Gender *

Mark only one oval.

- Female
- Male
- Prefer not to say

5. What is your living situation? *

Mark only one oval.

- I live with my family
- I live away from my family with Roommate.
- I live away from my family alone.

6. Have you used ever used any of the OTT streaming platform for content viewing or similar activities? *

Mark only one oval.

- Yes
- No

Behavior of User

7. You said you have used OTT streaming platform. What is medium of connection through which you access OTT platform? *

Mark only one oval.

- ◯ Broadband Connection
- ◯ Mobile Connection

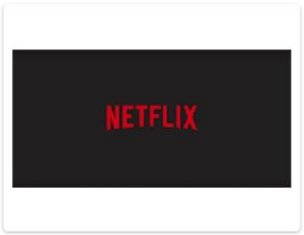
8. What is the device that you use most often to access OTT streaming Platform? *

Mark only one oval.

- ◯ Smartphone
- ◯ Laptop
- ◯ Smart Televison
- ◯ Smartbox like Fire Tv, Google chromecast etc.
- ◯ Tablet
- ◯ Other: _____

9. 4. Which OTT streaming platforms have you used? *

Check all that apply.



☐ Netflix

☐ Amazon Prime

☐ Hotstar and Disney Plus

☐ Apple TV

☐ Zee5

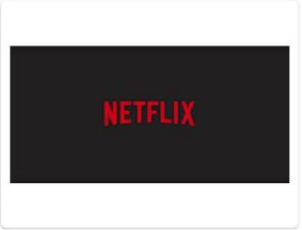
☐ Alt Balaji

Other: ☐ _____

☐ Voot

10. Out of the OTT Streaming platform you said you have used before, which is most often used platform. *

Mark only one oval.



Netflix

Amazon Prime

Hotstar and Disney Plus

Apple TV

Zee5

Alt Balaji

Other: _____

Voot

11. 5. How long have you been using OTT platforms? *

Mark only one oval.

- Less than 2 months
- 2-6 months
- 6-12 months
- 1-2 years
- More than 2 years

12. On average, how much time do you spend on the platform each day? *

Mark only one oval.

- 0-2 hours
- 2-4 hours
- 4-6 hours
- 6-8 hours
- 8-10 hours
- More than 10 hours

Factor of adoption.

13. Perceived Cost. *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
Subscription fees of the OTT platform I use is appropriate							
Content available in the platform justifies fees.							
The price of the platform motivates me to continue my service.							

14. Content Availability. *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
The OTT platform provides better content than other medium.							
Content available on OTT platform is diverse in genre.							
OTT Platform provides personalized content.							

15. Perceived Convenience: *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
It is simple to use the OTT platform.							
My interaction with the platform is clear and understandable.							
Using the OTT streaming platform does not require much mental work..							

16. Features: *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
Platform suggests various content as per my viewing history.							
It has exclusive content and movies which I can view on demand.							
It provides screening experience in terms of resolution as per my data connectivity.							

17. Perceived Enjoyment: *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
I find the Streaming platform very enriched in experience.							
I spend time on the platform to enjoy.							
I have fun streaming content on the platform.							

18. Subjective Norm: *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
People who influence my behavior suggest I should use a platform.							
People who are important to me think that I should use the platform.							
In general, there is widespread support in society for using the platform.							

19. Image: *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
People who use the platform have certain prestige than those who do not.							
People who use the streaming platform have a high profile.							
Having a subscription of platform service is a status symbol around me.							

20. Security: *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
Personal information and data on the platform is safe and secured.	◯	◯	◯	◯	◯	◯	◯
Financial Transactions that I made on the platform are safe.	◯	◯	◯	◯	◯	◯	◯
OTT Platform has in-built security features of the highest standard.	◯	◯	◯	◯	◯	◯	◯

21. Perceived Risk: *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
I am concerned that information that I disclose on the platform could be misused.	◯	◯	◯	◯	◯	◯	◯
I am concerned that persons can find my personal viewing history and information.	◯	◯	◯	◯	◯	◯	◯
I am concerned about disclosing any information on the platform because of what people might do with it.	◯	◯	◯	◯	◯	◯	◯

22. Usage Intention: *

Mark only one oval per row.

	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
Given the chance I would love to use the platform.	◯	◯	◯	◯	◯	◯	◯
I want to continue using my current platform even in the future.	◯	◯	◯	◯	◯	◯	◯
I intend to use the platform.	◯	◯	◯	◯	◯	◯	◯

Plagarism Check Report

STUDY ON CONSUMER BEHAVIOUR AND FACTORS AFFECTING ADOPTION OF OTT STREAMING PLATFROMS

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